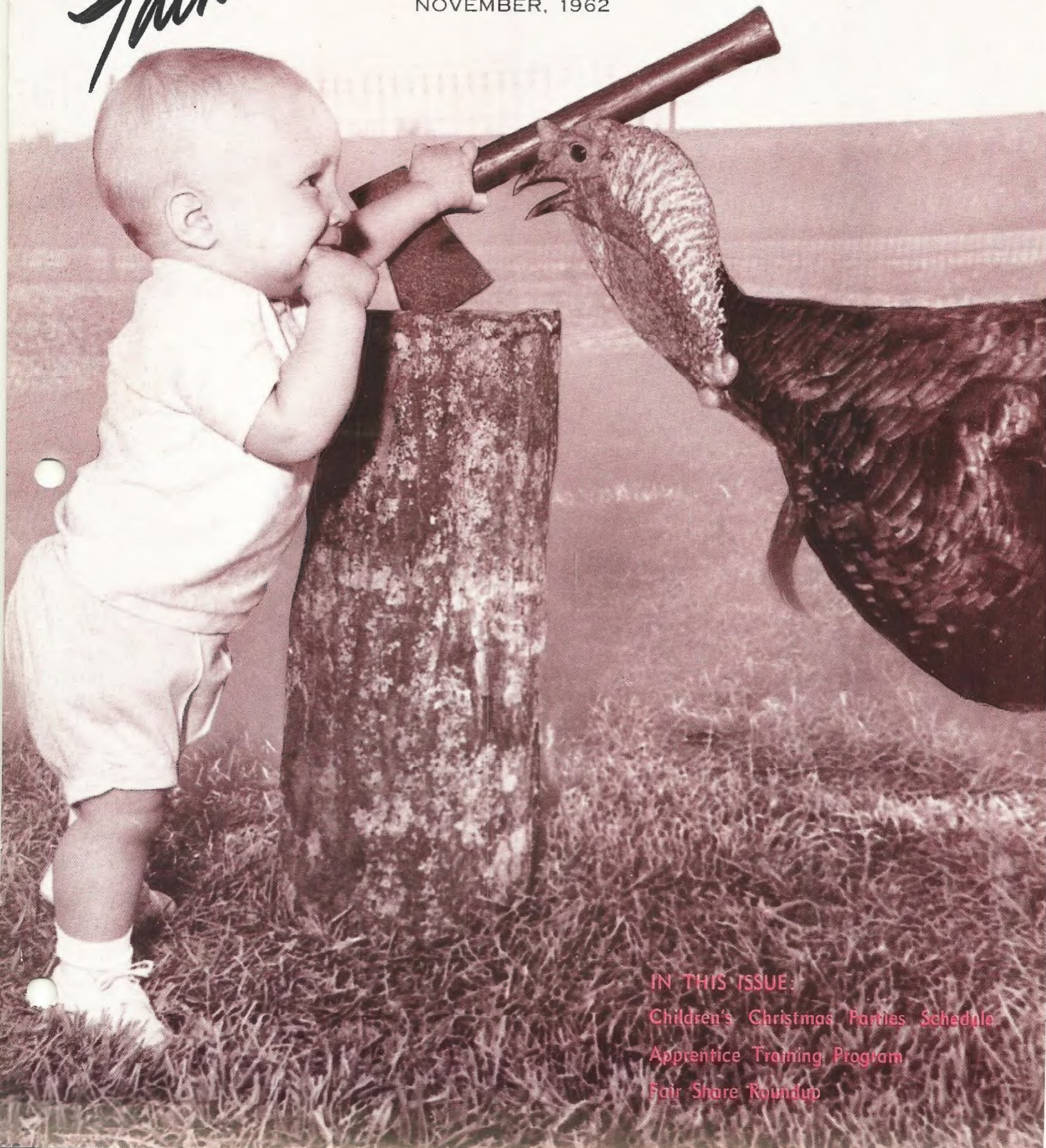


Plain Talks

GULF STATES UTILITIES COMPANY

NOVEMBER, 1962



IN THIS ISSUE:

Children's Christmas Parties Schedule
Apprentice Training Program
Fair Share Roundup



Vol. 40, No. 11

November, 1962

Plain Talks

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Bunch Eads
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| Carolyn Theobald | Engineering |
| Nadine Hester | Engineering |
| Peggy Stout | Records |
| Gwen Thompson | Executive Dept. |
| Lily McCullar | Engineering |
| Ken Londers | Storeroom |
| Kay Zunker | Sabine Station |

BATON ROUGE DIVISION

| | |
|--------------------|-------------------|
| Pat White | Engineering |
| Virginia Yarbrough | Electric |
| Gayle Miller | Louisiana Station |
| Margie Force | T & D |
| Ethel Sharp | Purchasing |
| Brenda Haydel | Executive |
| Nancy Hoehn | Accounting |

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| | |
|-------------------|---------------------|
| Fay Denney | Sales |
| Jack Bass | Sales |
| Charlene Harper | T & D |
| Willie Cox | Riverside Station |
| Mary Ann Gauthier | Jennings |
| Cynthia Traban | Lafayette |
| Jo Ann Burnett | Substation |
| Pearl Darbonne | Sulphur |
| Tyrelle Hill | Safety |
| Zilda Vincent | Engineering |
| Hubert J. Landry | Meter Shop |
| Bob Wiggins | Dispatcher |
| Edith Patterson | Line |
| Bonnie Cole | Customer Accounting |
| Dora Ann Johnson | Nelson Station |
| Brenda Morgan | Service |

NAVASOTA DIVISION

| | |
|-------------------|--------------|
| Jeanette Sangster | Navasota |
| Jane Bazzoon | Cleveland |
| Dorothy Stanham | Huntsville |
| Mabelene Dobbins | Trinity |
| Bernice Falvey | Conroe |
| Betty Lynch | Madisonville |
| Roxanne Pry | Navasota |

PORT ARTHUR DIVISION

| | |
|-------------------|------------------|
| Rosemary Vaught | Port Arthur |
| Loraine Dunham | T & D |
| Elizabeth Whatley | Nederland |
| Helen Powell | Meter & Service |
| Jo Ann Landry | Appliance Repair |
| L. Marshall | Line Department |

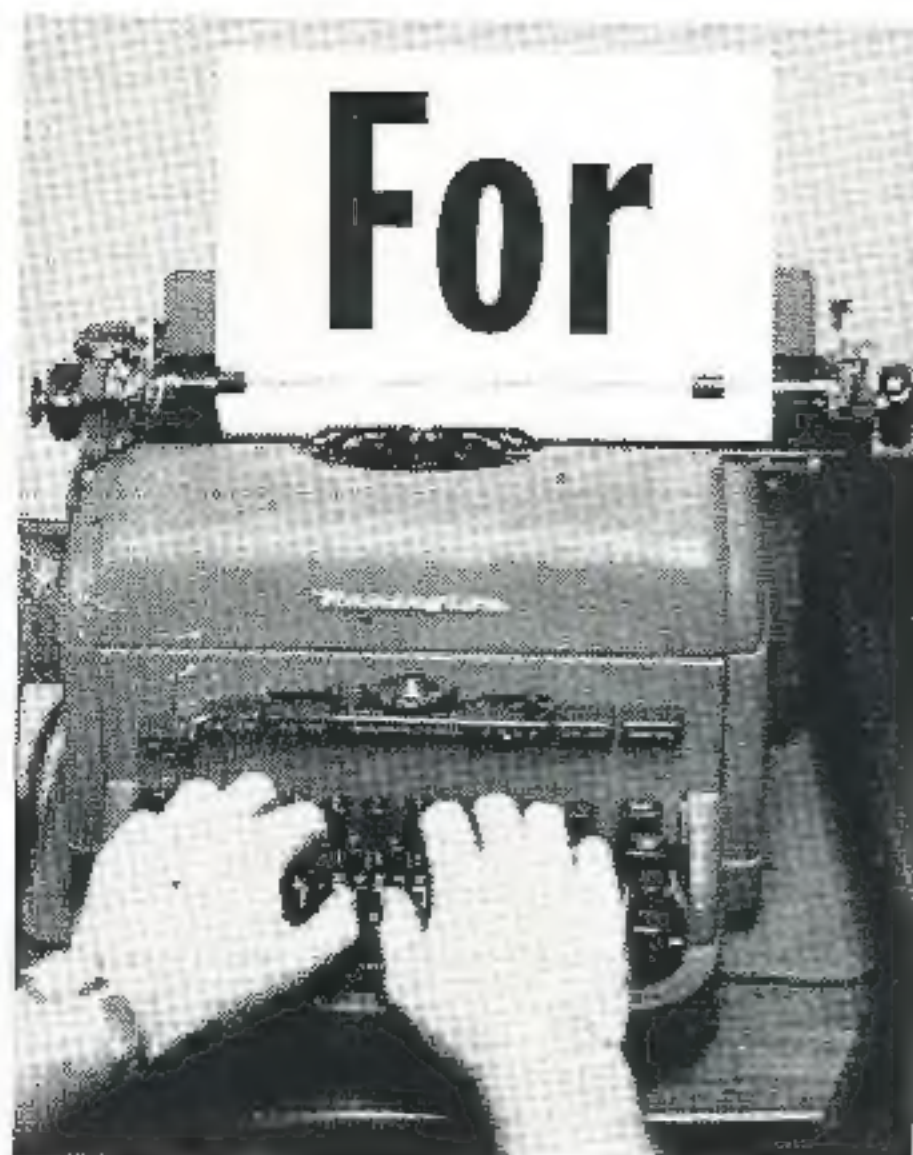
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OUR COVER

"NOW how do I get that bird to lay his head on the block?" Gregory Mathews, son of Herschel Mathews, Advertising Department production supervisor, Beaumont, seems ready to feather his Thanksgiving nest with some cold turkey. Actually, it's more of a stand-off, as boy and bird eye each other with equal uncertainty and apprehension. PLAIN TALKS wishes to take this opportunity to wish its readers a happy Thanksgiving.



For Your Information...

An American Export Versus a Russian One

LATELY, authorities on the American economy have been trying to persuade our people that political and labor policies which artificially reduce the possibility of earning profits are bad for the country. This argument has met with indifferent success at home. Apparently the Russians have overheard it and understood its soundness.

For the Russians have indicated that they will superimpose the profit system upon their Communist economy. Factories which produce efficiently and the workers employed there will split up a profit melon. The purpose is to increase production by giving those involved a personal reason to produce better.

So the Russians have comprehended at last that men work better and plan better when there is the incentive of bettering themselves. We, who brought the profit system to its highest state of productivity, seem to be losing our grasp of the essential principle.

Government confiscates more than half of a corporation's profits, and the successful small businessman is even worse off. The government takes up to 91 per cent of his earnings, if he has a huge income. But it takes more than half of his taxable income if it rises just a bit above \$16,000 a year.

Labor unions agitate for limitations on profits, and their lop-sided power at the bargaining table often makes profits impossible.

Yet, it is the highly profitable firm which expands, creating more employment, new products and economic growth. And competition quickly develops when one firm makes a high profit, so that profits rarely become oppressive upon the buying public.

It is ironic that the state planners of Russia are trying to overcome their problems by adapting our profit motive to their economy while we tend every year more to the state planning that has shown such poor results.

Dial: Private Enterprise

NORWAY'S state-owned telephone system is in trouble and a Norwegian study group has recommended that a privately owned United States telephone company be invited to Norway to straighten out the state-owned system.

This is as nice a compliment to private enterprise as has been heard for a long time.

A survey group has described the situation in Norway as "desperate." In the capital city of Oslo, alone, there is a shortage of 50,000 telephones. Elsewhere, the facilities serving that country's 738,000 telephone subscribers are overburdened.

The Norway situation is a lesson to socialists: In case of emergency, dial P*Private* E*nterprise*.

(Reprinted from Southern Telephone News)

100 New Jobs Will Do This For A City

296 more people
112 more homes
51 more school children
107 more automobiles
174 more workers
4 more retail stores
\$590,000.00 more personal income
(National average)
\$1,000,000.00 personal income
(area average)
\$270,000.00 more bank deposits
\$360,000.00 more retail sales

Dad, Let's Make Those Changes Today!

HAVE there been any changes in your marital or family status lately?

If so, your beneficiary designation under the company-sponsored insurance, retirement and thrift plans, and your private insurance policies, may not be up to date.

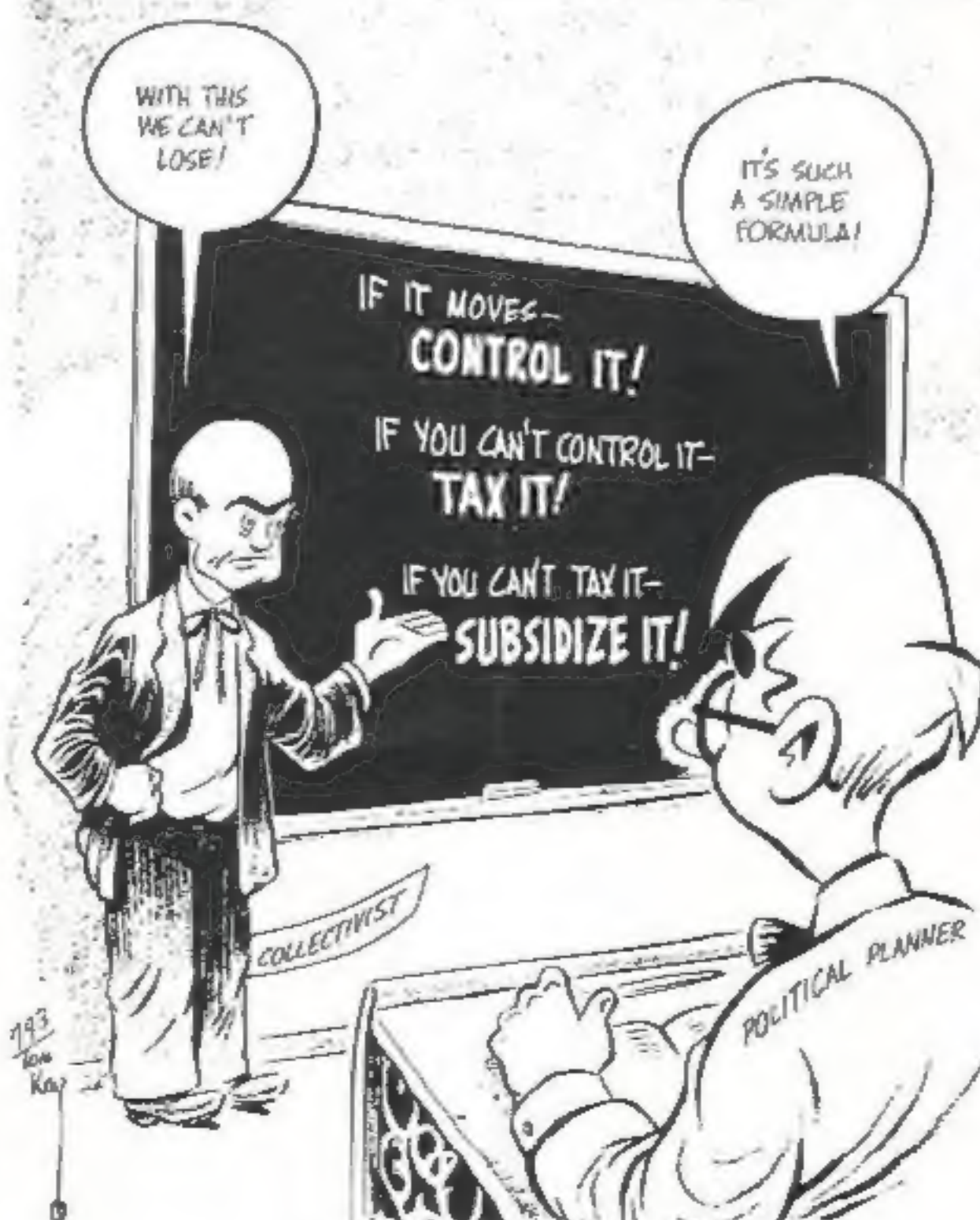
In processing some employee death claims it has been discovered that the designated beneficiaries had predeceased the employees. In other cases, employees have overlooked the need of changes when death, divorce, marriage or some other circumstance affected their designated beneficiaries.

A little time spent now in making any desired changes could increase your peace of mind and may save your heirs anxiety, delay and expense in the future. Forms for changing beneficiary designations are available through your supervisor.

Why not check on this today? Tomorrow may be too late!

—JST

THE AMERICAN WAY



Formula for Socialism



CLIMBING . . .



ATTEND TRAINING CLASS. Thirteen apprentice linemen and one shop and field tester from over the system were in Beaumont last month for an intensive week-long training class. They are, left to right kneeling, William C. Fotenberry, Baton Rouge, Curtis L. Kurten, Navasota, William E. Fox, Beaumont, Roland D. Johnson, Navasota, Roger E. Puckett, Beaumont, and Walter L. Sikes, Beaumont. Standing left to right are Marvin J. Schaefer, Conroe, William P. Dillon Jr., Port Arthur, Cesaire Guidry Jr., Lafayette, Lemuel A. Gravelle, Jennings, Ronald W. Trotti, Beaumont, Rayford Bertrand, Lafayette, Edwin L. Bush, Port Arthur, and Jesse M. Bellair, Port Arthur.



CLASS SESSION . . .



UP A POLE . . .



POTS . . .



LINEWORK . . .

ONE shop and field tester and 13 apprentice linemen from over the system gathered last month in Beaumont for an intensive week-long training session that mixed classroom theory and instruction in the Beaumont Service Center with practical application at the Lindbergh Street Substation training field.

The group heard talks by different Company representatives on all phases of T&D operations and on safety, training and employee benefits. Roy Cowart, utility foreman, and Reggie Williams, lineman first class, were the permanent instructors for the class and presided over the sessions in the field.

These pictures show the group both in classroom and in the field. In this field problem they were installing 13 Kv primary, single-phase secondary and three-phase secondary with transformers. They also received instruction in the proper use of rubber blankets, line hose and other protective equipment. Each field exercise was preceded by a tailboard discussion session during which tools and equipment were laid out on the ground and each man instructed in his task.

These training classes are held annually or whenever a sufficient number of apprentices warrant.



FIELD INSTRUCTION . . .

During training program apprentice linemen become . . .

LEARNED LINEMEN



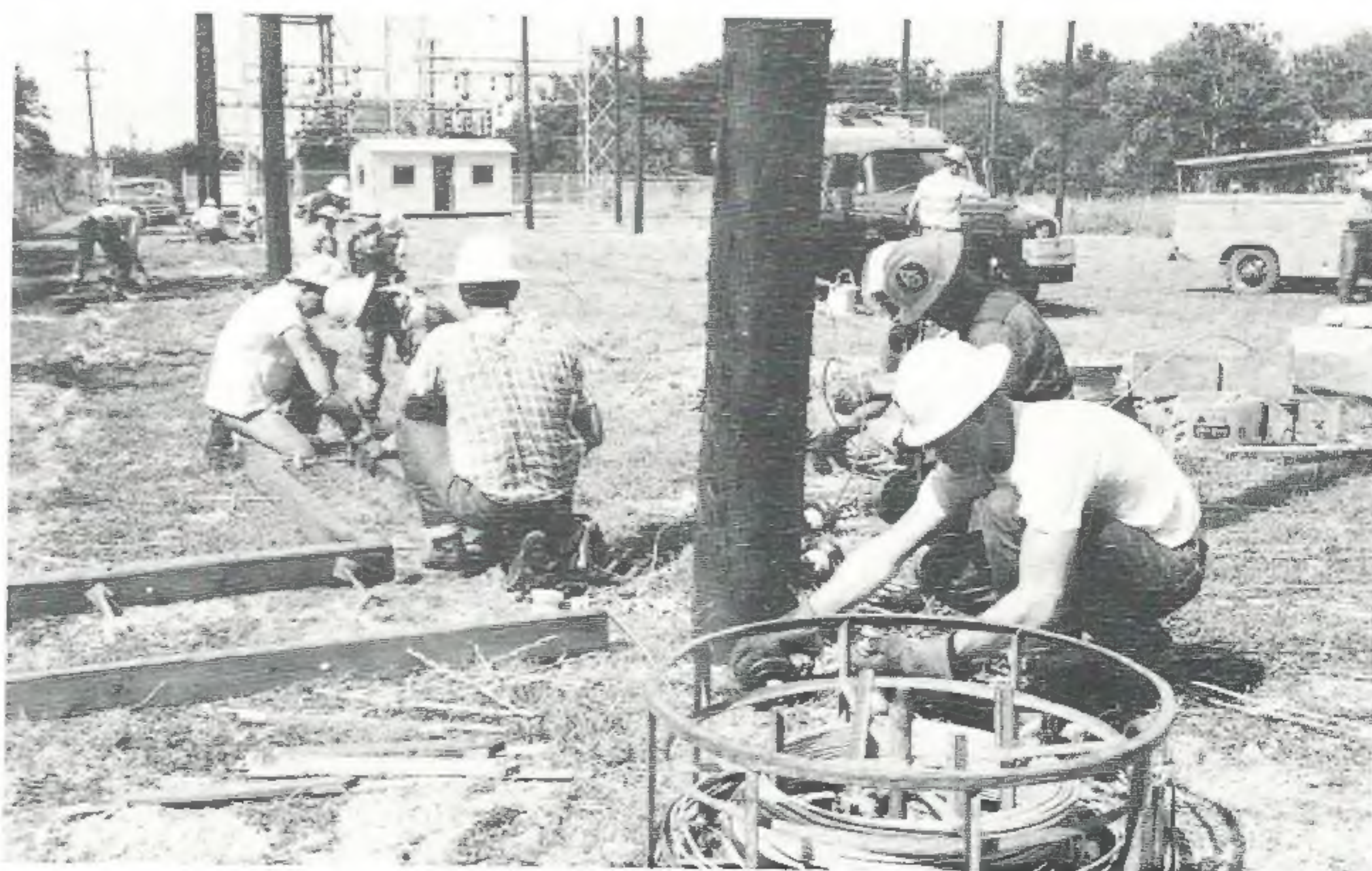
WORK, WORK . . .



ANCHOR WORK . . .



TAILGATE CONFERENCE . . .



. . . MORE WORK

Children's Christmas Parties

BATON ROUGE DIVISION

| | | |
|-------------------|--------------------------------|--------------------|
| All Departments | Baton Rouge High Auditorium | December 15—7 p.m. |
| Colored Employees | Capitol Senior High Auditorium | December 18—7 p.m. |

LAKE CHARLES DIVISION

| | | |
|------------------------------------|--------------------------------|--------------------|
| Engineering—Line—Storeroom | LaGrange Senior High Cafeteria | December 17—7 p.m. |
| Accounting—Appliance Repair | LaGrange Senior High Cafeteria | December 18—7 p.m. |
| Dispatchers—Garage—Sales—Service | | |
| Meter Shop—Safety—Transformer Shop | | |
| Sulphur—Nelson Station—Riverside | Westlake Recreation Hall | December 17—7 p.m. |
| All Lake Charles District | Pine Street USO | December 20—7 p.m. |
| Colored Employees | | |
| All Lafayette District Employees | Assembly Hall | December 13—7 p.m. |
| Lafayette Colored Employees | Assembly Hall | December 14—7 p.m. |
| Jennings, All Employees | Jennings Recreation Center | December 12—7 p.m. |
| Jennings Colored Employees | Southside Recreation Center | December 13—7 p.m. |

PORT ARTHUR DIVISION

| | | |
|---------------------------------|----------------|--------------------|
| Mid-County—Sales—Accounting | Service Center | December 17—7 p.m. |
| Appliance Repair—Garage | | |
| Substation—Building and Grounds | | |
| Engineering | Service Center | December 18—7 p.m. |
| Line—Service | | |
| Colored Employees | Service Center | December 19—7 p.m. |

BEAUMONT DIVISION

| | | |
|------------------------------|------------------------------|--------------------|
| Beaumont Treasury Department | Main Office 20th Floor | December 10—7 p.m. |
| Service Center—T&D—Storeroom | Main Office 20th Floor | December 11—7 p.m. |
| Orange—Sabine Station | Orange Bowling Palace | December 12—7 p.m. |
| System Engineering (1) | Main Office | December 12—7 p.m. |
| Beaumont T&D | Main Office 20th Floor | December 13—7 p.m. |
| Line—Substation | | |
| Orange Colored | Orange Sales Floor | December 13—7 p.m. |
| System Engineering (2) | Main Office 20th Floor | December 14—7 p.m. |
| Liberty—Gulf District | Liberty Office | December 14—7 p.m. |
| Beaumont Colored | Main Office 20th Floor | December 15—7 p.m. |
| (All Departments) | | December 17—7 p.m. |
| Beaumont Sales | Main Office 20th Floor | |
| (All Departments) | | |
| Division Accounting | | |
| Silsbee District | Woodville Lions Club Hall | December 18—7 p.m. |
| Beaumont Production | Neches Station Assembly Hall | December 18—7 p.m. |

NAVASOTA DIVISION

| | |
|-----------------------|--------------------|
| Madisonville District | December 14—7 p.m. |
| Navasota District | December 14—7 p.m. |
| Navasota Colored | December 15—7 p.m. |
| Conroe District | December 18—7 p.m. |
| Huntsville District | December 20—7 p.m. |
| Cleveland District | December 20—7 p.m. |
| Calvert District | December 21—7 p.m. |



November, 1962

Page 5

THANKSGIVING IS ... a sharing with others



MAIN OFFICE BUILDING. Prentice Ward, Accounting, Chairman of the Board Nelson, Doug Watkins, Neches Station,, and Carroll Henry, Office Services, proudly display the 1963 Fair Share Award before the Main Office employees. Mr. Ward was general chairman for the Main Office group and Mr. Henry, assistant. Mr. Watkins was chairman for the Beaumont District. Chairman for Neches Station was Bill Tolbert and Fred Roffman was chairman for the Service Center.

PORT ARTHUR SALES. J. Kirby Jones, superintendent of sales, Port Arthur Division, presents the United Fund Fair Share award to Port Arthur Sales. Mr. Fernandez served as solicitor for this group. Members of the department are, left to right: Sidney Hebert, Fred Parent, Jack Saxon, Virgil Shaw, Forest Elkins, Mr. Jones, Dot Rea, Paul Baker, Dolores Douglas, Mr. Fernandez, Linda Schnell, Becky Jones, Mittie Dunn, and Haskell Silkwood. Absent were Blackie DeCuir and Wayne Hiter.



THANKSGIVING is a holiday once a year, but there are thousands of things in the world to be thankful for every day in the year. On these pages are just a few of the many Gulf Staters who feel a little more thankful this year because they have been able to help others through their **UNITED** giving. Sharing our bounty with another is the best way we can show our **THANKSGIVING**.



BEAUMONT STOREROOM. Rex Lee, right, Beaumont Division manager, presents R. M. Tompkins, storeroom supervisor, with a banner for the storeroom group pledging a fair share to the Beaumont United Appeals Fund.



BEAUMONT BUILDING AND GROUNDS. Mr. Lee presents the Fair Share banner to the Building and Grounds Section at the Beaumont Service Center.

SABINE STATION. Charles Steele, publicity director of the Orange County United Fund, presents Morris Sandefer, chairman of the Sabine United Fund Drive, with a plaque for obtaining more than 70 per cent fair share as a group of station employees look on.



ORANGE OFFICE. Mr. Steele presents J. O. McCune, Orange District UF chairman, with a plaque for obtaining more than 70 per cent fair share. The others were departmental chairmen for the drive.



CAPITALISM: If your youngster sold lemonade in front of the house this summer, he was taking part in capitalism. By investing his money (or your money), his effort and initiative in the enterprise, he hoped to make a profit. The economic system called capitalism assures us all of the right to own property and to risk our savings in hopes of making a profit. Capitalism also breeds free competition, which provides vast benefits to the consumer. It was once thought that capitalism meant Big Business. Not so: of America's nearly 4.7 million businesses, 96 per cent have fewer than 20 employees.



OBSOLESCENCE: A leisurely search through your attic would probably uncover several classic examples of obsolescence. In business, the term refers to equipment which has become outmoded though still not outworn. A new machine today may be rendered obsolete next year by another, better machine, even though the older model is still operating in perfect order. If a rival company gets the new machine, it gains a big competitive edge. Obsolescence, difficult to anticipate, is a chronic problem for all industrial firms.



PRODUCTIVITY: Anyone with a large, robust and growing family is an expert on productivity, although perhaps not in the same sense that we use the word in business. Every business such as ours has certain resources: skilled men and women who know their jobs and do them well; machines and tools which help us produce much more than we would make with our own hands; materials, the raw stuff out of which our finished products are made. The word productivity means the efficiency with which these resources are employed to produce the goods we sell. Our productivity rises when we can turn out a greater amount of goods with the same effort or at the same costs. Rising living standards are the result.



CAPITAL INVESTMENT: It's a weighty term that sounds like it came right out of a textbook, but it refers to a very common practice: spending money for goods, tools, equipment, etc., in the hope of obtaining profitable returns. A woman may buy a sewing machine to save on clothing costs. Garden tools help bring to life a bountiful garden. The capital investments we make as individuals are multiplied thousands of times over by a corporation. Using money invested by stockholders or money which has been saved from profits and reinvested, the company buys the machinery, plants and other facilities it needs to keep operating. With no investment, we would have no tools for our jobs—we'd have no jobs at all.



COST REDUCTION: There comes a time in everyone's life when the bills overtake the paycheck—sometimes it's more often than we like to think. If income can't be raised, the only answer is to cut down on the spending. Business is equally subject to this iron law of economics. In times of intense competition and low prices, which we have experienced, ways must be found to reduce costs without impairing quality or service, if we expect to stay in the competitive running.

What's in a WORD?

LIKE so many harmless scarecrows, economic words tend to scare people away. Yet most economic terms stand for things that are quite simple and often familiar to all of us in our daily living. Some of the words on these pages are easily recognizable; others are not quite so common. Check them yourself, because they all have a great influence on our lives and our work. Perhaps you'll agree it isn't the word itself that's important, but the idea it stands for.

DEPRECIATION: Oops! There goes another depreciated sock. Our hero's problem is similar to that of a company whose machinery, buildings, etc., simply wear out through use. And, as we're all resigned to getting holes in our socks, a company is resigned to depreciation of its capital investment. So the company sets some money aside each year to pay for new equipment when the old wears out. Present tax laws and continued inflation, however, make it difficult for the company to replace worn out equipment without drawing on additional funds—from retained profits or outside financing.



PROFIT: A paycheck has the habit of splitting off in all directions, like ten pins on a strike ball. After paying the bills, keeping the peace with allowance money, etc., there's apt to be precious little left. What's left is something like a personal profit, for use in strengthening your home or family, to be saved for the future. Part of our Company's profits is used much the same way—for reinvestment in the business. But the analogy ends there. Our business, unlike the family, exists solely because thousands of people invested their money in it. Their dividends must also come out of the company's profits.



INVENTORY: Midnight raiders and other eager eaters in the house heartily endorse the idea of inventory—refrigerator style. In industry, the term refers to stored quantities of raw materials, goods in process or finished goods. We keep an inventory of parts and tools at all of our plants and service centers to help fill orders with reasonable speed. The eternal question is, how much? A big inventory ties up great sums of money; a low inventory may slow shipments, slow customer services. The right balance takes planning.

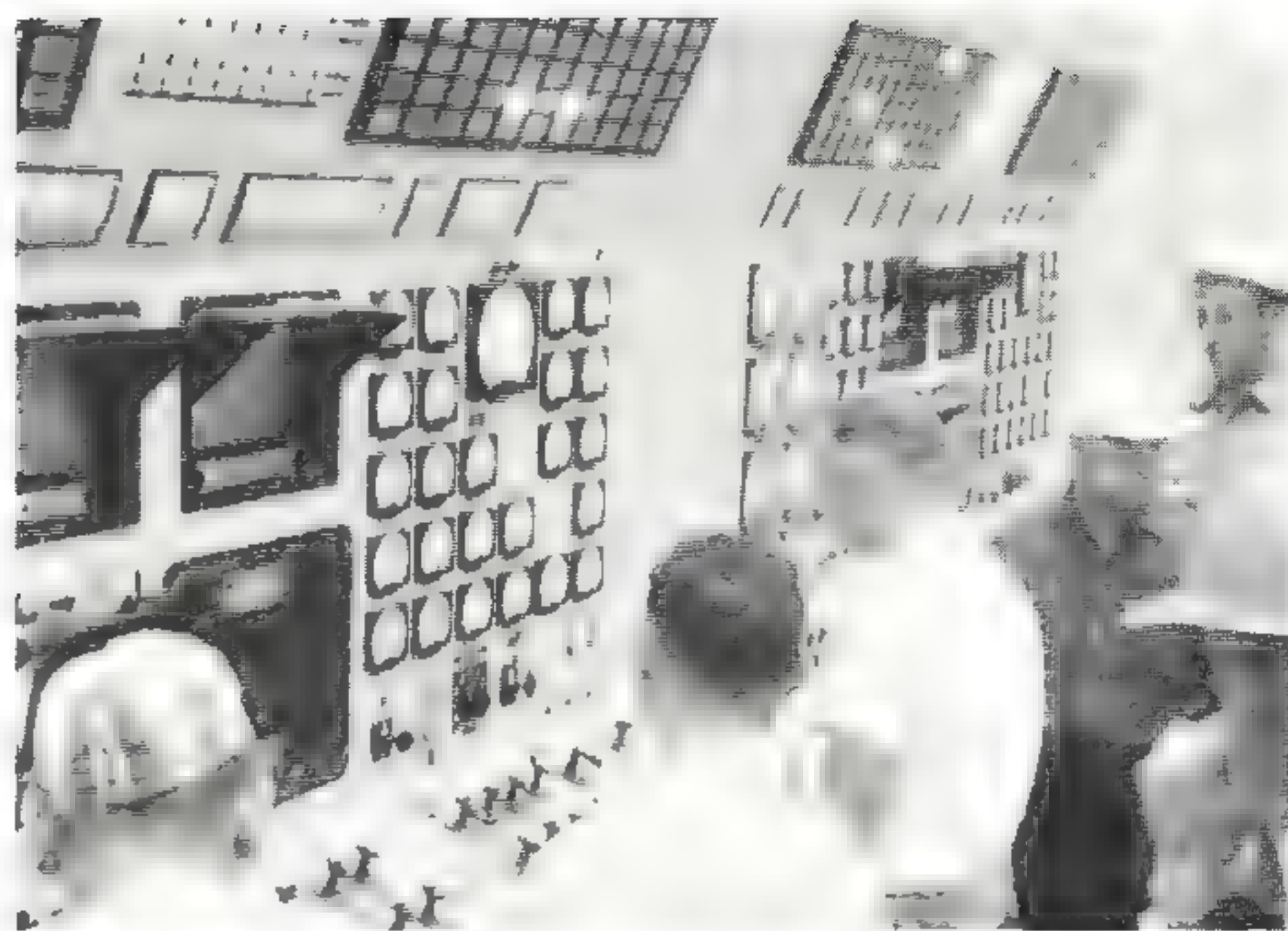
(Courtesy The Celotex Corporation)

*Expected to be in commercial
production before end of year . . .*

Sabine Station Starts Shakedown On Second Unit



INSPECT NEW UNIT. Shortly after Sabine Station crews began the Number Two unit's shakedown, Chairman of the Board Nelson, President Morrison, R. E. Cargill, executive vice president, Engineering-Production, and C. A. Ibach, station superintendent, paid an inspection visit to the turbine floor.



SABINE'S NUMBER TWO UNIT GOES ON LINE. Sabine employees stand by as the Number Two Unit was placed on the line on October 20. On hand as the big moment takes place were: James Peveto, equipment operator; Sam Norwood, control operations foreman; Earl Garner, control operations foreman; J. T. Graves, operations supervisor, Chuck Hoffman, Combustion Engineering; and A. V. Leverett, switchboard operator.

WITH all the anticipation of an opening night play, Sabine Power Station's Number Two unit was placed on the line at 4:29 p.m. on Sunday, October 20.

The excitement was high and the problems were few. The second unit went on the line with only a minimum of delays.

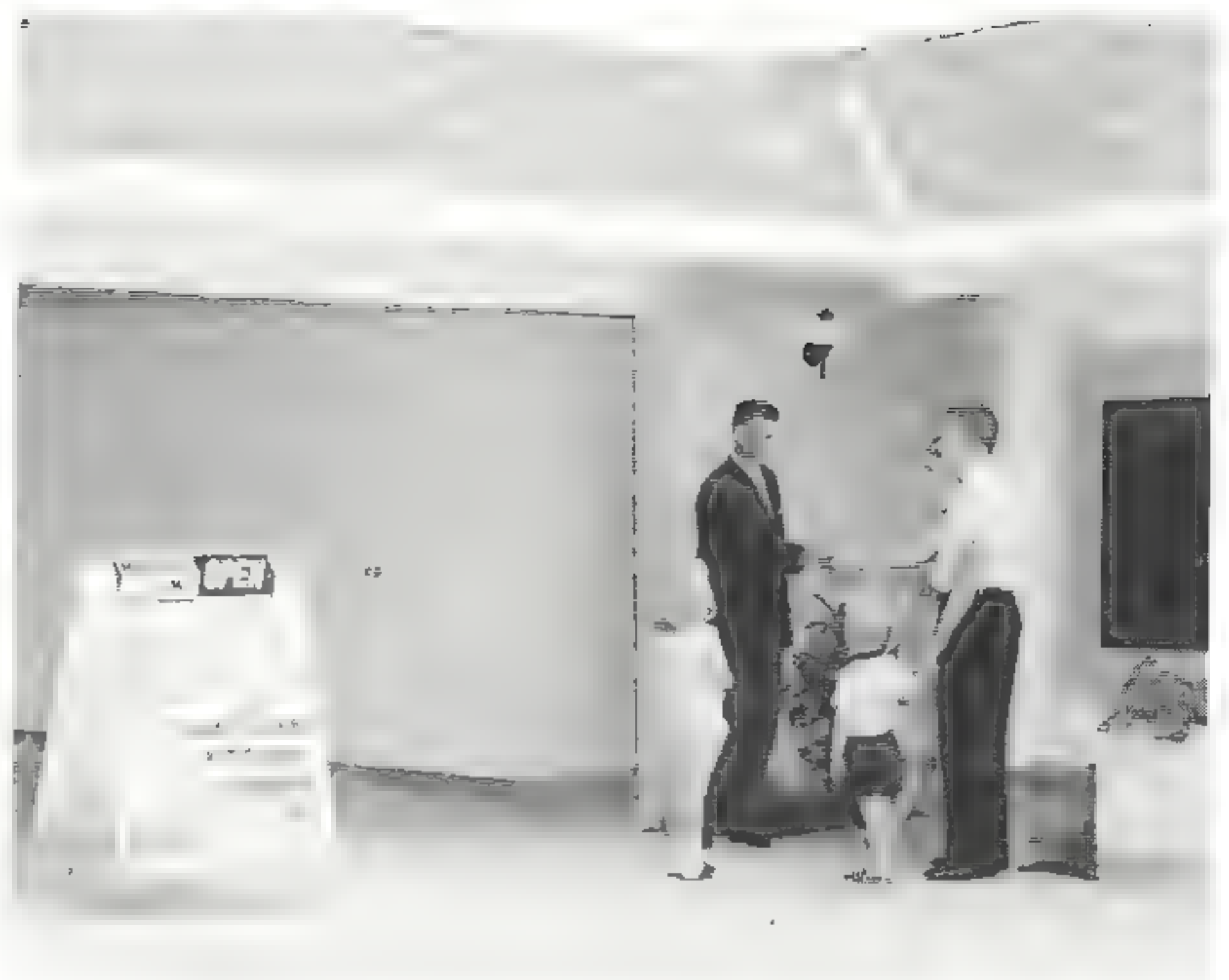
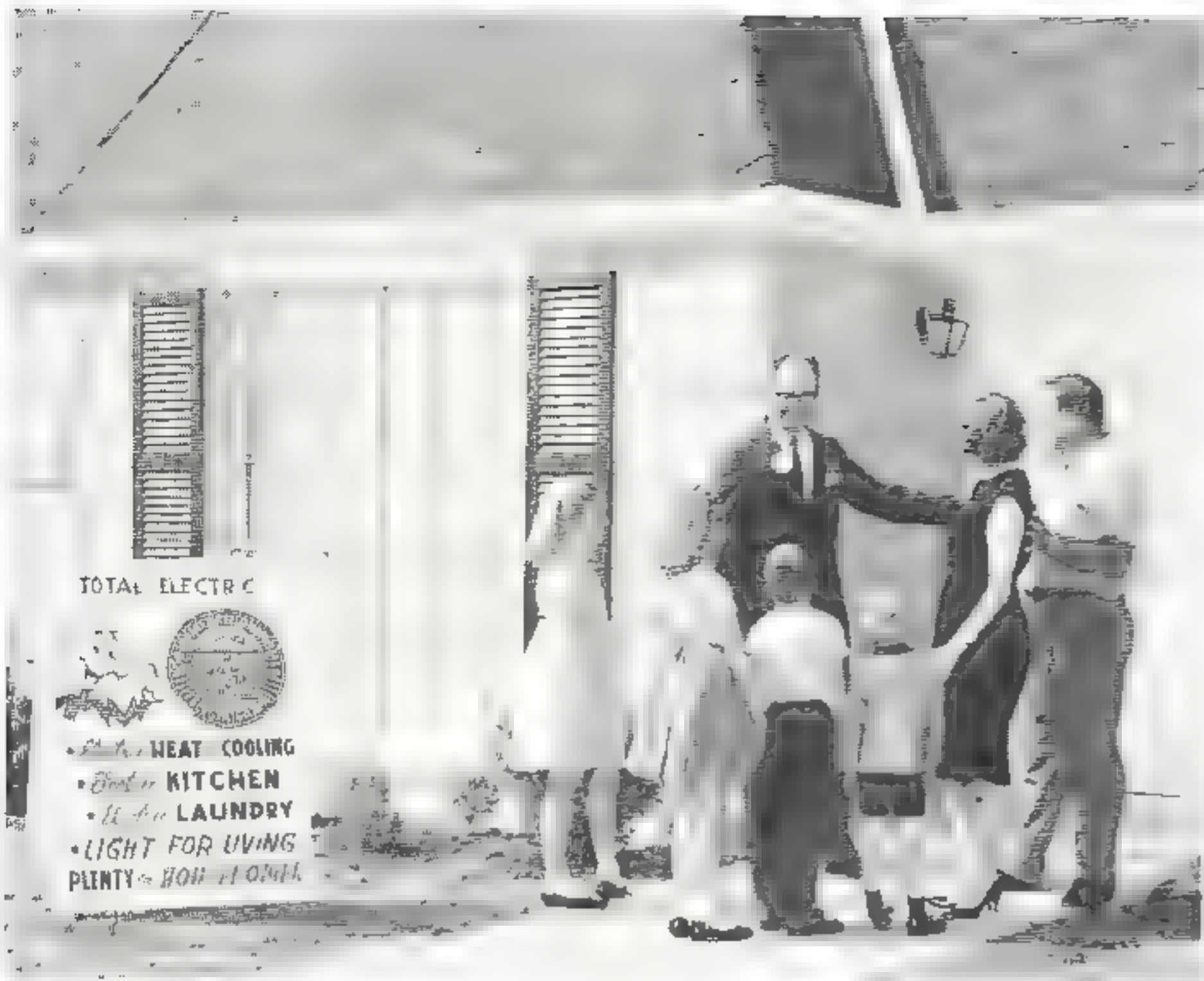
After the initial start-up, the Number Two unit ran a total of 15 hours. The unit was then shut down so that some of the equipment could be checked. On Thursday, October 25, station personnel began an attempt to raise the unit to a rated load of over 200 megawatts. On Friday the unit reached a load of 240 MW gross.

Sabine's Number One unit has the largest capacity of any unit in our six generating plants. The Number Two unit has the same capacity of 240,000 kilowatts. The new addition will give the station a total capability of 480,000 KW when it is placed in commercial operation sometime in December.

C. A. Ibach, superintendent at the station, had only praise for the employees in the way they handled the smooth operation of the start-up.

ON THE LINE. Morris Sandefer, master electrician at Sabine, closes the disconnect on the south bus in the substation yard as the new 240,000 kilowatt unit begins its shake-down run. Our Company plans to have the second unit in commercial operation sometime in December.





LAST month some 28,000 Lake Charles-Sabine Area interested citizens visited two Parades of Gold Medallion Home Shows co-sponsored by our Company and area home builders and found that they can live better . . . electrically.

Above are pictures of two of the five total-electric homes displayed by four Lake Charles members of the Homebuilders Association of Southwest Louisiana. At the left John Poche welcomes a family to one of the two Gold Medallion Homes he had open during the Parade. At the right Sparky Myers welcomes a family to his show home. More than 8,000 interested visitors toured these homes and the ones opened to the public by Vincent Moss and Jack DeWald.

Below are some of 20,000 interested folks who

turned out for a look at the distinctive new Live Better . . . Electrically, Medallion Homes built by members of the Home Builders Association of the Sabine Area. Twenty-one Medallion show homes were open for public inspection in Beaumont, Orange, Bridge City and South Jefferson County from October 7-13.

Builders in the Sabine Area cooperating in the Medallion program during the Parade were: Beaumont builders S. P. "Sandy" Brown, Jr., Anderson Construction Co., John D. Winter, J. Alfred Frazier, Jay Garth, H. G. Nichols, William P. Terrell, Lee Tilkens, Don Streety, J. F. "Jack" Milner, and Prater P. Browning; Mid-County builders Donald S. Elliot, and Russell Tipps; Orange builders, Zeto Enterprises, and Tony Dal Sasso; and Byron P. Forney, Bridge City.

28,000 Lake Charles-Sabine Area residents turn out for . . .

OUR GOLD MEDALLION HOME PARADES





SHE'S NOT SAFE! How many potential accidents can you find in this picture? Of course, they have all been set up. But Charlotte shows how easy it is for a 17-month-old to have a accident. So as winter weather begins check your house to make sure your family will be safe. Charlotte is the daughter of Barbara and Bunch Eads, Beaumont, (he's associate editor of PLAIN TALKS).

Time for a home safety check-up . . .

Winter Season Leads in Fatal Accidents Happening at Home

AUTUMN'S colorful leaves are not only an indication of approaching cold weather, but also a warning that now is the time to accident-proof your home for your family's safety during the winter months ahead.

This may sound like a needless chore, but approximately 4,000,000 Americans suffered disabling accidents, 26,500 of them fatal, while "safe" at home last year. The statistics show just about one-half again as many fatal mishaps occur in the home during the winter quarter as during the summer.

Although Mother spends the most time in the home, it's the family breadwinner who is most likely to have a fatal accident, followed closely by the

smaller children. While Dad is the impatient do-it-yourselfer, Junior is the gay adventurer, closely investigating and examining anything and everything he comes across; not realizing potential dangers.

Inspect Medicine Cabinet

Mother, of necessity, is safety inspector. It is her job to see that her home is safe for the rest of the family particularly the children since Dad usually leaves his handyman activities for weekends. Probably her first move in this capacity is to inspect the medicine cabinet for essentials.

The well-stocked cabinet should contain sterile gauze pads, bandages and cotton, adhesive tape and bandages, ammonia inhalants, scissors, tweezers

and antiseptics. In addition, there should be on hand any particular medical item known to be needed by a member of the family.

Then too, every medicine bottle should be labeled clearly. All outdated medicines should be thrown out, either poured down the drain or put out in the garbage so that small, inquisitive hands can't find them.

And, just where this cabinet is located depends entirely on the individual and the layout of the home. If the center of activity is downstairs, then the cabinet should be in either the kitchen or a lower bathroom. On the other hand, it may be more convenient to have the cabinet in the upstairs bathroom.

Some Found In Kitchen

In either case, if it is kept in a bathroom, precautions should be taken so that the room is equipped with a door that can be opened from the outside and the inside latch placed above the reach of small hands. For safety in the room itself, a grab rail should be installed on the tub or shower and electrical appliances should be kept out of reach of bathtub and sink so that the family can't reach them with wet hands.

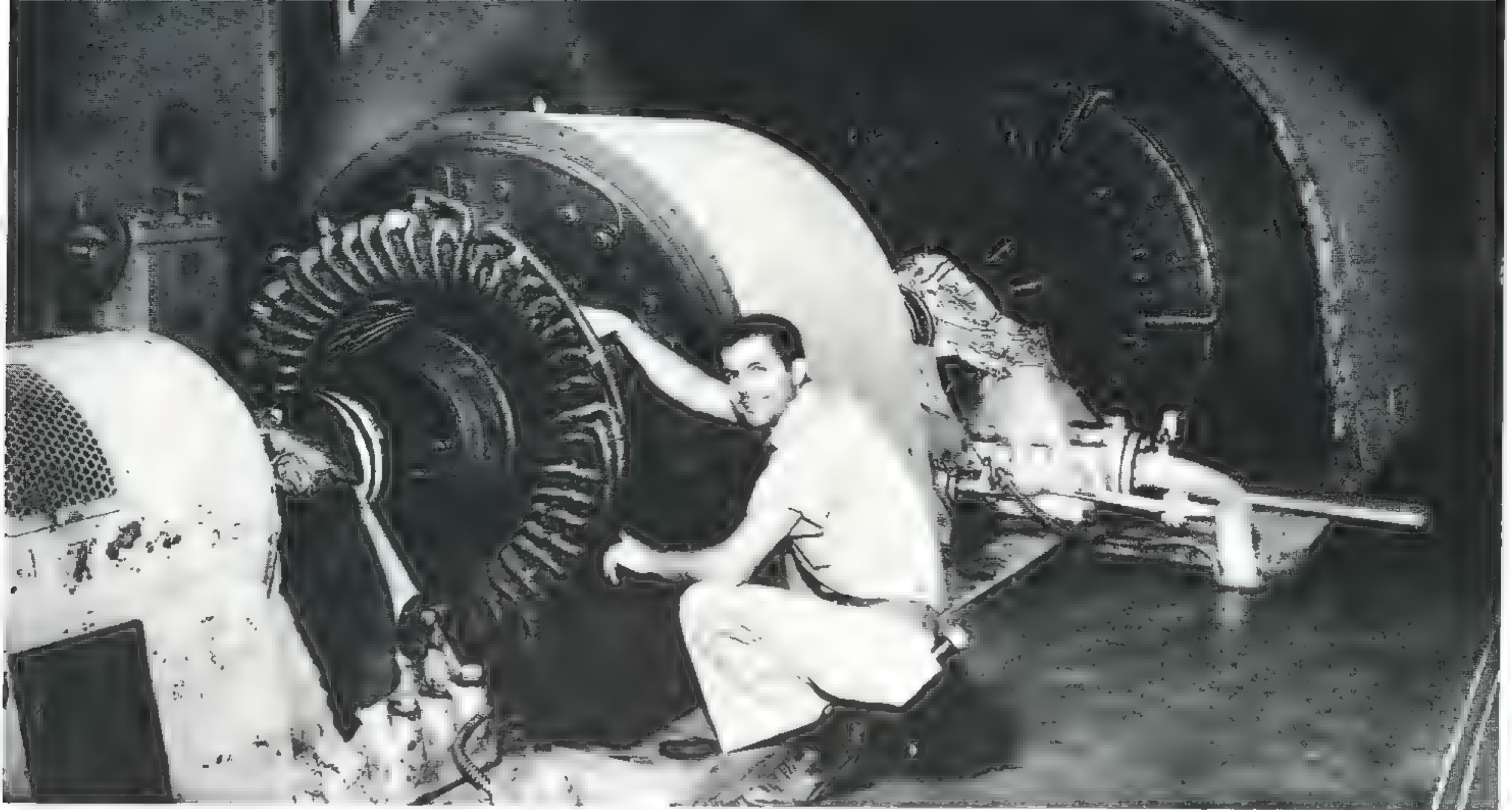
Many mothers like to keep the medicine cabinet in the kitchen, which is often called "most dangerous room in the house." Here it is readily available for mishaps which occur downstairs as well as outdoors.

The kitchen is dangerous from the children's point of view since it includes many drawers and cabinets, with their fascination for youngsters. The trouble is that some of the most ordinary cleaning materials are poisonous and usually stored in these areas. Such materials should be removed and kept out of reach on a high shelf in the laundry area or in a locked cabinet.

Turn Pot Handles Inward

These areas also would be good storing places for matches, while the many sharp knives, usually found in a kitchen, should be stored out of the children's reach. And, while cooking, the handles of pots and pans should be turned inward on the stove to prevent the children from pulling them down and perhaps scalding themselves.

Since falls account for many home accidents, it would be well to use a non-skid floor wax throughout the home, especially in the kitchen. There also is the constant danger of electrical shock to the young explorers. Children should be taught the dangers of inserting objects into electrical outlets in the home, and caps may be obtained which will cover the exposed outlet.



Artistic ability of Neches Station mechanic's helper put to use . . .

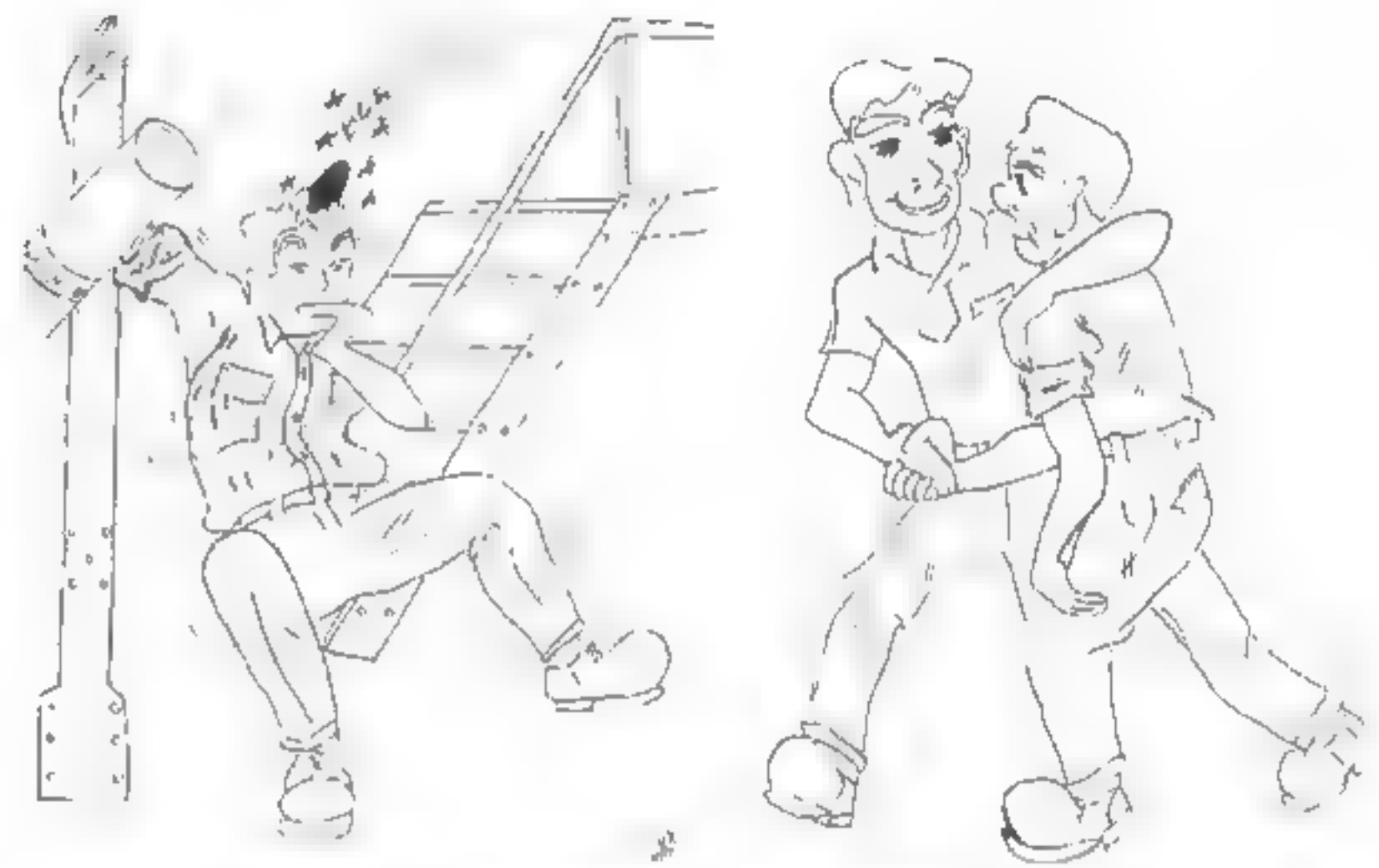
GRAPHIC-MINDED GULF STATER. James Shepherd, who in his spare time draws cartoons to illustrate safety ideas for fellow employees at Neches Station, works on the plant's No. 3 unit. The unit was down for a complete overhaul and inspection.

Promoting Station Safety

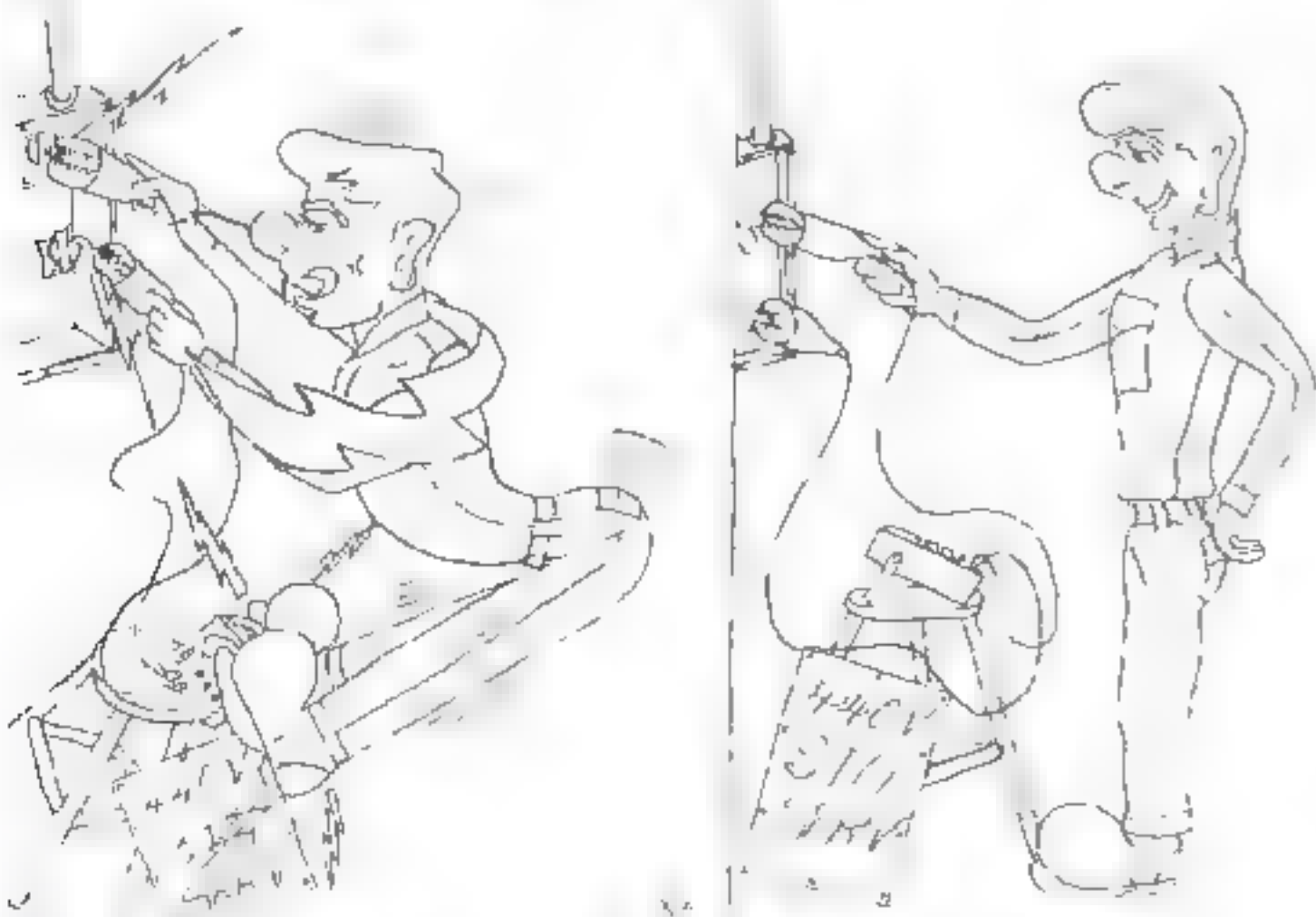
CONSCIOUS of the old adage that a picture means more than a thousand words, G. G. Hall, electrical maintenance supervisor at Neches Station, Beaumont, decided to make good use of mechanic's helper James D. Shepherd's talent for illustrating ideas in promoting safety.

Mr. Shepherd, who has been with our Company for a year, has been drawing for a hobby ever since childhood. As samples on this page show, he gets his ideas at the plant—sometimes from his own observations, sometimes from those of his fellow workers and sometimes from suggestions by supervisors. For the past several months his cartoons on display in the plant have helped carry the message of safety.

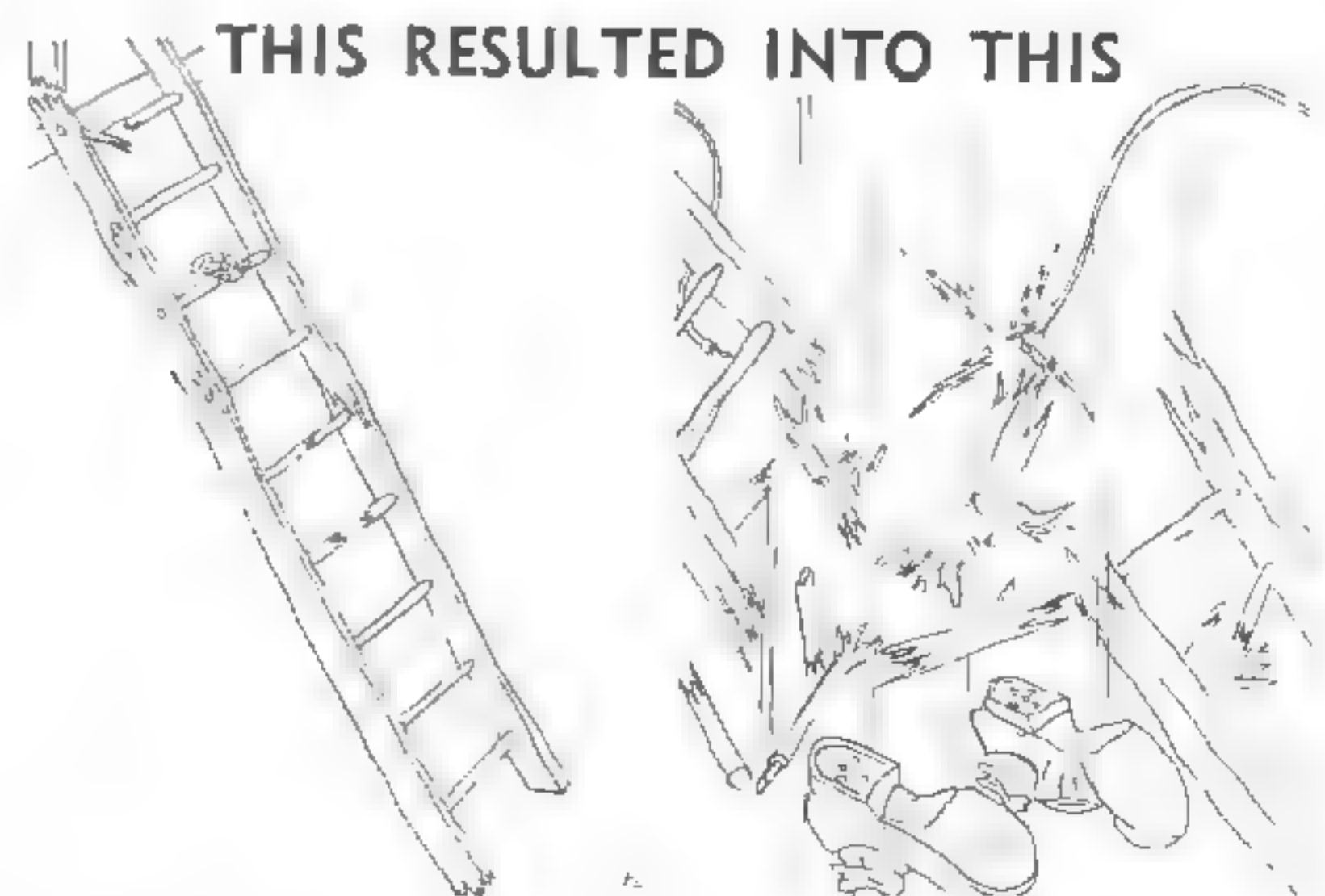
The graphic-minded Gulf Stater is married and has two children. The Shepherds live at 2855 Amarillo, Beaumont.



**When Changing Hydrogen Bottles
Get Help**



**Never Use Both Hands to Hold Test Clips
While Testing Voltage, Etc.**



**Always Inspect — Secure and Be Sure There Is
No Danger Before Using Ladders**

*In department head meetings
key personnel get . . .*

A Look at Our Company's Operating Department

OUR Company's key personnel heard members of the Operating Department tell about new developments that



Mr. Coltharp

have been made in our industry and how that group meets a varied number of routine and emergency situations at department heads meetings in Beaumont, Baton Rouge and Lake Charles. J. B. Coltharp, operations manager, Beaumont, presided at the meetings. Speakers were: A. W. Baird, operating superintendent, Navasota; Howard Mack, division engineer, Port Arthur; Jack Kirkland, operating superintendent, electric, Baton Rouge; J. C. Spengler, operating superintendent, gas, Baton Rouge; F. W. Merrill, operating superintendent, Lake Charles; and C. R. Nantz, distribution superintendent, Orange.

New Developments In Wood Treating

Mr. Baird told how our Company wants to get the most out of a line pole in the way of utility and life. To do this we seek the best that pole treaters have to offer and we pay for inspection to insure quality. To point up the large number of poles our Company uses, in the last 12 months 16,580 poles have been set and 6,531 have been removed.

He explained how the lowering of wood treating temperatures from 259°F to 245°F has resulted in a corresponding increase in strength from 20 per cent to possibly as high as 40 per cent. Also the treating of fir crossarms with

a liquid petroleum gas has resulted in greater protection than the present one-eighth-inch penetration. During the last year our poles have been chemically treated to prevent woodpecker damage with good results. Before hardware cloth had been used. All these new advances help us realize a great savings through longer life for our poles and crossarms.

Hurricane Protection Levee To Affect Our Facilities

Mr. Mack told how the proposed hurricane protection levee in Port Arthur will keep the area from being flooded if a hurricane should hit the town producing a storm tide of 12 feet. Plans also provide for interior drainage facility adequate to prevent flooding from a rainfall of 9.7 inches in 24 hours when drainage outlets are blocked by high exterior tides. The proposed plan has been approved by the U. S. Corps of Engineers and Congress has appropriated \$115,000 for engineering studies and working drawings.

Working High Voltage Lines with Bare Hands

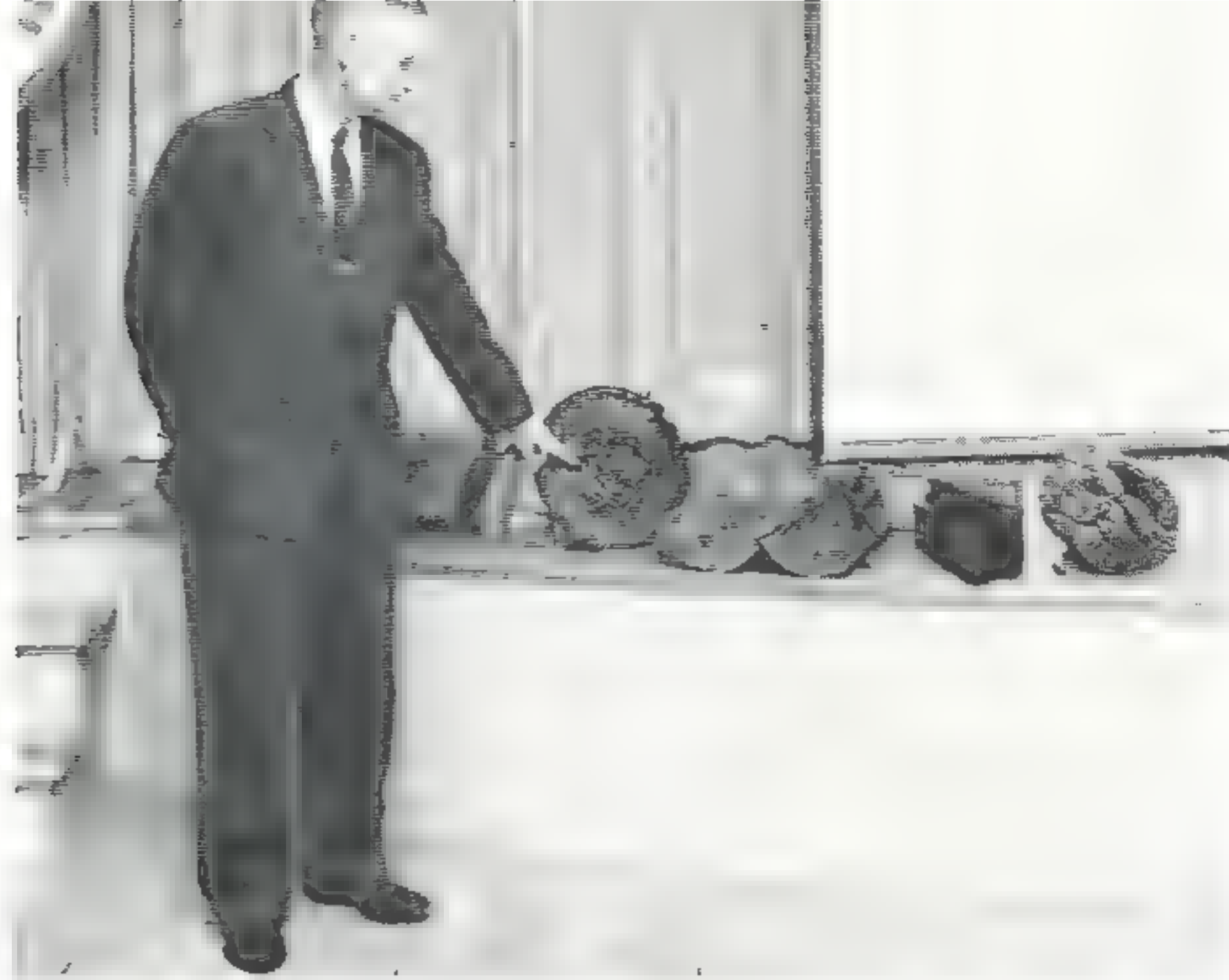
Mr. Kirkland told the assembled personnel how a demonstration of equipment and method of "barehand" maintenance was conducted at the Addis Bulk Substation in Baton Rouge. During the demonstration the demonstrators, in a fiberglass, metal-lined bucket completely insulated from any ground, allowed themselves to be "clipped" to the conductor to be worked on prior to touching the wire. The metallic connection bonds the metal shield to the conductor. The workman wears conductive soled shoes or works barefooted to insure a good contact with the metal liner. This condition places the workman at the same potential as the conductor on which he is working,

much like a bird on high voltage line.

Mr. Kirkland went on to point out the advantages of and changes that would be involved in the use of this method. The advantages are: a saving in man-hours used on a job; allows continuity of service; scheduled maintenance and repairs can be done during normal work hours; and contributes to safety if utilized by trained workman. The necessary changes and problems connected with the utilization of this method are: cost—a complete unit costs in the area of \$40,000; would call for investment of additional capital; special crews must be trained; and special test equipment must be purchased and test schedules established to insure personnel safety and maintenance of working equipment.

Safeguarding Gas Service

Mr. Spengler described how our gas service in the Baton Rouge metropolitan area was affected in 1956 by an emergency shutdown of gas service to approximately 90 per cent of our entire distribution system and how his department restored service. During 29 degree weather a crack developed on the gas supplier's line and escaping gas ignited. To prevent further damage and control the fire, the supplier's oper-



POLE DAMAGE CAUSED BY ROT. A. W. Baird, operating superintendent, Navasota Division, points out the rot damage in these cross sections of poles at the October department head meetings.



Mr. Baird



Mr. Mack

ator cut off the line, thus interrupting service to approximately 38,000 of our gas customers.

Employees of the Gas Department immediately began to a house to house canvas to cut off individual meters, and then upon restoration of gas supply returned to each meter and restored customer service. The interruption occurred at 6 a.m. on January 13, by 7 a.m. on January 14, service was restored and inside appliances turned on for 60 per cent of our customers and by 6 p.m. the next day all service had been restored to customers who were at home. He went on to explain the operating procedures that have been set up since to restore service in case of other emergencies like this and described the various facilities that have been installed in recent years to allow top efficiency in our gas operations.

Working in the Marshes

Mr. Merrill described how our Company builds and maintains electric lines in Texas and Louisiana marshes where people cannot walk. With slides he showed how our marshbuggy is used



Mr. Kirkland



Mr. Spengler



Mr. Merrill



Mr. Nantz

to do this work. The design and construction of this type of marshbuggy was done especially to meet our needs by Crane Bros. of Creole, Louisiana, who have pioneered in the building and renting of marsh buggies.

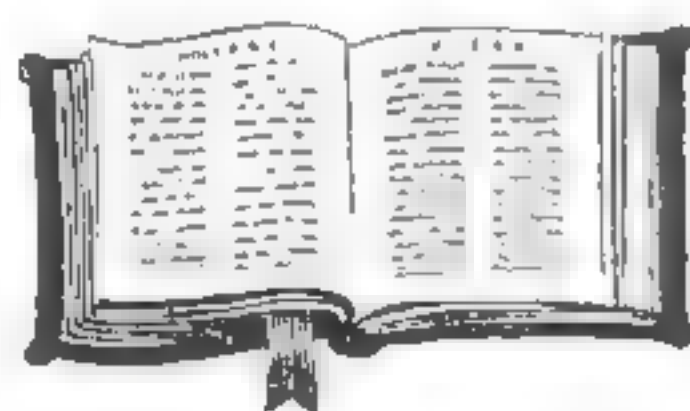
Special T&D Equipment Carefully Selected

Through the use of a series of slides Mr. Nantz traced the changes in T&D equipment through the years from the old mule drawn, home-made wagon to

the latest fully equipped line truck costing \$22,000. He pointed out that we may disburse a quarter million dollars of payroll by application of such a truck over a ten-year period. He also described some of the special equipment that the T&D purchases. All of this shows how the T&D groups are provided with the best and latest equipment so the department can prudently spend the \$7 million payroll involved in connection with planning the work for some 1,200 T&D and related employees.

BIBLE - BREAK

a monthly column



by Ruby Lee Adams

FIDELITY to truth is characteristic of the Bible; especially is this so of its biographies. You can but feel, as you read the records of even prominent men and women, that they are true to nature—true to human nature—true to what you know by your own experience and observation, fallen human nature to be.

You read of pious men, philanthropic men, heroic men; you read of many good women, pious women, noble women, but each and all of them you find to have possessed the infirmities of fallen humanity; and the divine records of all other characters plainly show them to have been just folks, like the rest of us.

Rebecca, who was she? We are first introduced to her in Mesopotamia, which was a part of ancient Syria. It was the native country of Sarah and Abraham. She was an only daughter, a girl of remarkable beauty and maidenly purity. She was living with her mother and her brother Laban. Rebecca was the object of her mother's love and her brethren's pride. In the bosom of that family, she was blooming into womanhood, as a beautiful rose, of fairest hue and sweetest fragrance in some select

garden, blooms into beautiful maturity. But in all the visions of the future, in all her sweet dreams, she has no true conception of the dignity which awaits her; or the darkness which will envelope her last days.

My impression is that I have met Rebecca often, in the streets of my own town, in the hours of my own life. Her features are quite familiar; her gait is not new. She has a breath of modern culture about her and more than a breath of modern freedom. She has in her that which is the root of all fine manners and the source of all tact. She has an astonishing power of putting herself instantaneously in the place of those to whom she is speaking—of diagnosing their need, of saying the right thing at the right time. she is a far-seeing woman with an insight into the future.



COMPANY TO MATCH \$500 EMPLOYEE-AWARD DONATION TO LAMAR TECH. J. A. Reich, production manager, recent recipient of the Philip T. Sprague Award of \$500 for his work in the field of digital computing, turns over the prize check to Dr. F. L. McDonald, president of Lamar Tech. Chairman of the Board Nelson, right, said that the Company will match the contribution under provisions of its College Aid Program. The money will be used by Lamar Tech's Research Center, headed by Lloyd Cherry, director of the center.

Presents \$500 honorarium to Lamar Tech Research Center, Company to match gift under College Aid Program . . .

Jack Reich, Production Manager, Receives Outstanding ISA Award

JACK REICH, production manager, Beaumont, last month presented Lamar State College of Technology with a \$500 check he received for his outstanding work in the field of instrumentation.

Mr. Reich, a veteran of over 45 years in the electric power industry, received the check as an honorarium when he received the Instrument Society of America's Philip T. Sprague Award, October 16, in New York for his contributions in the field of instrumentation. The award is sponsored by the Hays Corporation of Michigan City, Ind. and is named in honor of its founder.

Company to Match Donation

Chairman of the Board Nelson announced at the same time the donation will be matched by our Company under the provisions of the College Aid Program instituted in 1961. Under this program the Company matches gifts of \$10 to \$500 made by employees and directors to eligible institutions of higher learning.

The \$1,000 donation will be utilized by Lamar Tech's Research Center under the direction of Dr. Lloyd Cherry. For

several years, the Production Department engineers have worked closely with the staff at the center, conducting extensive studies of Neches River water, which has helped the Company overcome water corrosion problems at Neches Station and our other power plants.

Our Company was the first electric utility company to install and begin operating central information systems in its power stations. The first was put into operation at Neches Station at the end of 1956. The central control systems free skilled operators for more important jobs and forecast possible trouble spots, resulting in substantial operating economics. Instrumentation and data handling control systems are presently being installed at Riverside Station at Lake Charles.

Application Program Cited

Mr. Nelson cited Mr. Reich's award-winning efforts in the application of computing systems in power plants as "an outstanding example of how teamwork between the electrical manufacturing and electric power industries has enabled the investor-owned power industry to reduce the unit cost of

electricity by half in the last 25 years, a period in which the cost of living has doubled."

Wins Recognition In Other Fields

Mr. Reich has also received recognition in other areas of the power generating field. Among these are his concepts in the area of hydro practices, put into use at the 12th Street Station, Richmond, Va., where the tainter gates were automated, and a dial telephone system was used for the operation of hydro turbines.

In the area of solid fuels, Mr. Reich developed the fluxing refractory coalash ratios for wide range use of coals, also the use of mine dust delivered to the boiler furnaces.

Associated With Electrical Industry Since 1918

Mr. Reich has been associated with our Company and its predecessors since 1918. He is a graduate of the Philadelphia Trades School, Williamson School of Mechanical Trades, and ICS. He attended the Harvard Advanced Management Program in 1951.

For the last ten years he has served on the Station Instruments and Controls Subcommittee of Edison Electrical Institute's Prime Movers. He formed the first production section of the Southeastern Electric Exchange. He is a member of the Beaumont Chamber of Commerce and Young Men's Business League and the Beaumont Club.

Mr. Reich and his wife, Ruth, have one daughter, Mrs. L. J. (Barbara) Walsh, and three grandchildren, John, Brian, and Kathy, of Indianapolis, Ind.



RECEIVES PHILIP T. SPRAGUE AWARD. Dr. Ralph H. Tripp, chairman, honors and awards committee of the Instrument Society of America, and program director, Grumman Aircraft Engineering Co., presents ISA's Philip T. Sprague Award to Mr. Reich at ISA's awards and council lunch at the Hotel New Yorker on October 16.



PRESENTED CIVIC SERVICE AWARD. Fred Johnson, superintendent of sales, Lake Charles, displays the 1962 Civic Service Award presented to him at the 41st annual Association of Commerce banquet. At the right is Henry E. Carven, 1963 president of the Lake Charles Association of Commerce. At left is L. M. George, 1962 president.

Lake Charles Civic Service Award Presented To Fred Johnson

F. F. JOHNSON, superintendent of sales, Lake Charles Division, was named winner of the 1962 Lake Charles Civic Service Award by the Association of Commerce on October 16.

Mr. Johnson was given the award "as a gesture of deep gratitude to a person who symbolizes the civic responsibility that is necessary for a good community."

He was cited for his work in Calcasieu United Appeals, of which he has served as a chairman and president, and also in the Kiwanis club, which he has served as president and lieutenant governor.

Many other contributions by Mr. Johnson to the community were mentioned, including his work as an officer and member of the board of the YMCA, and with the Boy Scouts for which he received a Silver Beaver Award.

He is a director of the Better Business Bureau, has often served as a member and chairman of the board of the First Methodist Church and "is active in the fostering of religious tolerance among all faiths."

He is currently president of the Lake Charles Golf and Country Club, and active in the Association of Commerce.

Robert J. Boudreau, chairman of the 1962 Civic Service Award sub-committee, presented this award and termed Mr. Johnson a selfless and dedicated worker for the betterment of the city.

A secret committee picked this year's winner from a list of 20 persons nominated by Association members. The list of nominees was the largest since the award was originated. This year's award was the ninth to be presented to a Lake Charles civic leader. A previous award went to Ed Taussig, a director of our Company.

Mr. Johnson is a native of Hickory, Mississippi and is a graduate of the LSU Law School. He has been an employee of our Company since 1927 when he joined the Baton Rouge Sales Department. He served in various sales positions in the Beaumont and Navesota Divisions before going to Lake Charles as supervisor of customer services in 1942. He has been superintendent of sales since 1947.



Mr. Hebert

New Engineer Assigned To Port Arthur

CALVIN J. HEBERT, a 1962 graduate of University of Southwest Louisiana at Lafayette, was assigned as an engineer to Port Arthur T&D on November 1.

Mr. Hebert, a holder of bachelor of science in electrical engineering, has been an employee of our Company since June, 1962. He is a native of Abbeville, La., and served three years in United States Marine Corps, being released from active duty as a sergeant.

At USL he was a member of Eta Kappa Nu, Tau Beta Pi, I.R.E. and A.I.E.E. Previous to his attending college he was employed in the petroleum industry.

He is married and has a 13-month-old daughter.





Mr. Ricks



Mr. Rouse



Mr. Rice

New Assignments Announced by Treasury For Three Beaumont Accounting Personnel

THE promotions of two treasury employees in Beaumont and the change of assignment for another were effected October 16.

William T. Ricks, supervisor of stores accounting in Beaumont, since 1956, was promoted to purchasing agent to fill the vacancy left by the promotion of R. S. Pace to director of purchasing last month.

H. R. "Hank" Rouse, accountant in Statistical since 1960, was named section supervisor in General Accounting and George N. Rice, section supervisor in Classification, has been assigned section supervisor of Plant Accounting to fill the vacancy left by the retirement of H. C. "Pete" Hall last month.

William T. Ricks

Mr. Ricks has been an employee of our Company since 1927 when he came to work in Beaumont as a relief cashier. He served in various clerical positions in the Company's Treasury Department until promoted to storeroom supervisor in 1941. He was named stores supervisor in 1952.

A native of Throckmorton County, Texas, he was reared in Fort Worth

and received his education at the Masonic Home and School there. He is a member of Young Men's Business League, Downtown Men's Bible Class of the First Baptist Church and the stores and purchasing committee of Edison Electric Institute.

Mr. Ricks is married to the former Letha Holland of Silsbee. Mr. and Mrs. Ricks have two sons, Jimmy, a junior at Lamar Tech, and Remmert, a junior at French High School.

Hank Rouse

Mr. Rouse, has been an employee of our Company since his graduation from the University of Texas in 1956 with a bachelor of business administration degree in accounting. He was employed as a senior accounting clerk in Plant Accounting in Beaumont. Since 1960 he has been an accountant in the Statistical Department.

Mr. Rouse, a native of Beaumont, is the son of R. N. Rouse, Sr., retired general substation foreman for Beaumont Division.

He is a veteran of four years service with the U. S. Navy as a dental technician. During his Navy tour he

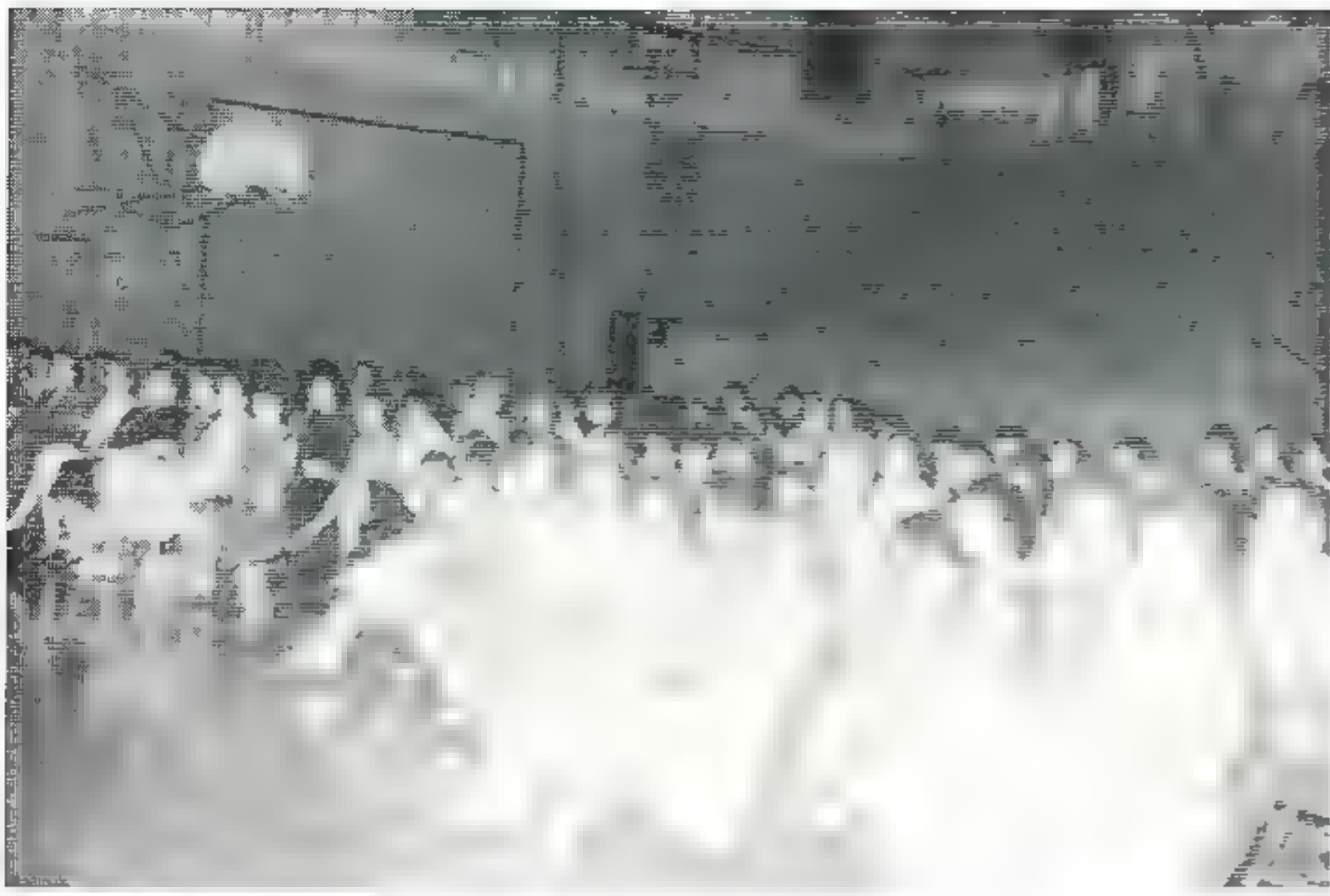
served 16 months in Korea with the First Marine Division as a corpsman.

He and his wife, Ruth, have three children: daughters, Peggy, a fourth grader at Fehl Elementary School; Kathryn, a student at Memorial Methodist Kindergarten; and a son, Ford. The Rouses are members of St. John's Lutheran Church. Mr. Rouse is a member of the board of the North Jefferson County Chapter of the Camp Fire Girls.

George N. Rice

Mr. Rice, classification section supervisor since 1960, has been an employee of the Treasury Department since 1937 when he was employed as a bill deliverer in Beaumont. He progressed through various accounting classifications to become a senior accountant in 1957.

Mr. Rice, a native of Beaumont, is a member of the Magnolia Baptist Church where he is a deacon and teaches the Young Men's Bible Class. He and his wife, Dorothy, have one son, Ronald Wayne, a third grader at French Elementary School.



In Port Barre . . .

Showcase Begins Road Tour

THE ladies of Port Barre, Louisiana, learned how they can live better . . . electrically on October 16, as the Lafayette District sales force presented a Showcase of Electrical Living in the high school gymnasium.

The program was jointly sponsored by the Walter Champagne Co., Port Barre Frigidaire dealer, and the Port Barre Home Economics Department in cooperation with our Company.

During the Showcase, Franccen Delahoussaye, home service advisor, Lafayette, presented a range and refrigerator-freezer demonstration. Features of the range were shown as Miss Delahoussaye actually cooked an oven meal, a roast on the rotisserie, and vegetables on the surface units.

Earl Broussard, residential sales representative, Lafayette, gave a presentation featuring the washer and dryer, bringing out the important features of each one. Oscar Borne, sales representative, Church Point, gave a talk on the benefits of the electric water heater.

A style show was presented by Verna's House of Fashion of Port Barre. The fashions, made of wash-and-wear fabrics, were tied in with the washer-dryer demonstration.

More than a hundred ladies were on hand for the showing. They received gifts, packages of rubber scrapers, balloons and recipes, with the food prepared during the program and small electric appliances going to the holders of lucky tickets as door prizes.

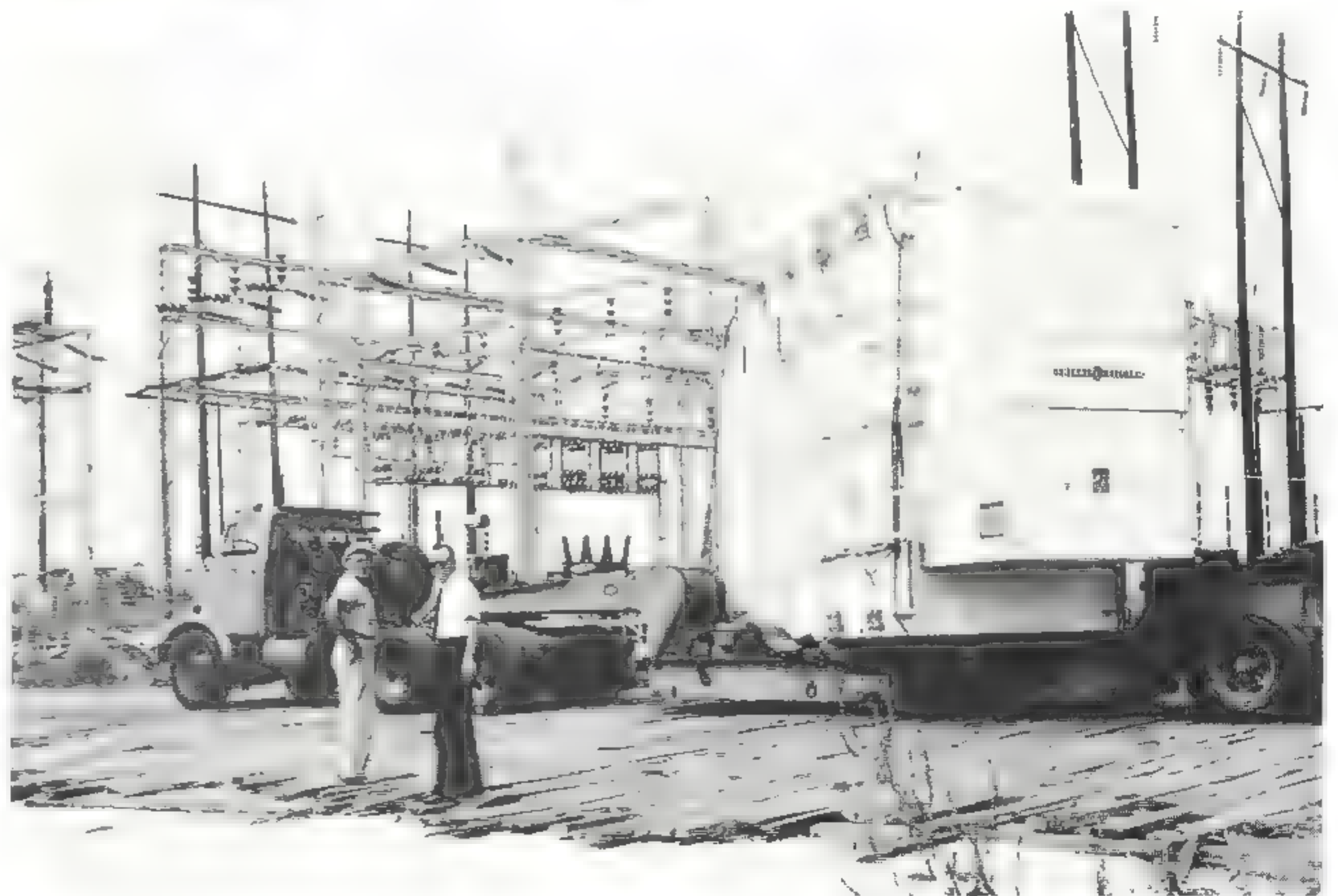


Health Record Offered

EVERY parent who has tried to search his memory for the date when Tommy had his last polio shot will want to avail himself of a free offer of "Your Child's Health Record", a handy four-page booklet just published by the National Society for the Prevention of Blindness.

This health record has space to record the child's name, date of birth, blood type—his immunizations, tests, allergies, surgery, physical examinations, including eye and dental examinations. It will prove an invaluable aid in registering a child for a new school or when changing physicians.

All you have to do to get a free copy is write to the National Society for the Prevention of Blindness, Dept. NP, 16 East 40th Street, New York 16, N. Y.



MOVING IN TRANSFORMER. This 62,500 kva transformer was moved last month into the new Scott Bulk Substation two miles north of Scott, Louisiana, off the Ossun Road. Work on this initial phase at the site is expected to be completed by March 1. Rufus Mier, right, commercial sales representative in Lafayette, talks with H. M. Fitzgerald of Longview, Texas, who is with L. E. Myers Company, contractors on the job.

Let's Read Our Mail



THRIFT PLAN INVESTMENTS

PURCHASES of our Company stock made by the Trustee during October covering employee deductions and Company contributions through September were: 2,065 shares of Common at a total cost of \$73,353.95 or an average cost per share of \$35.52249394; and 100 shares of \$4.40 Preferred at a total cost of \$9,453.03 or an average of \$94.5303 per share. These prices included brokerage and commission.

The trustee also deposited \$22,814.89 with the savings department of The First Security National Bank of Beaumont.

Sabine Power Station

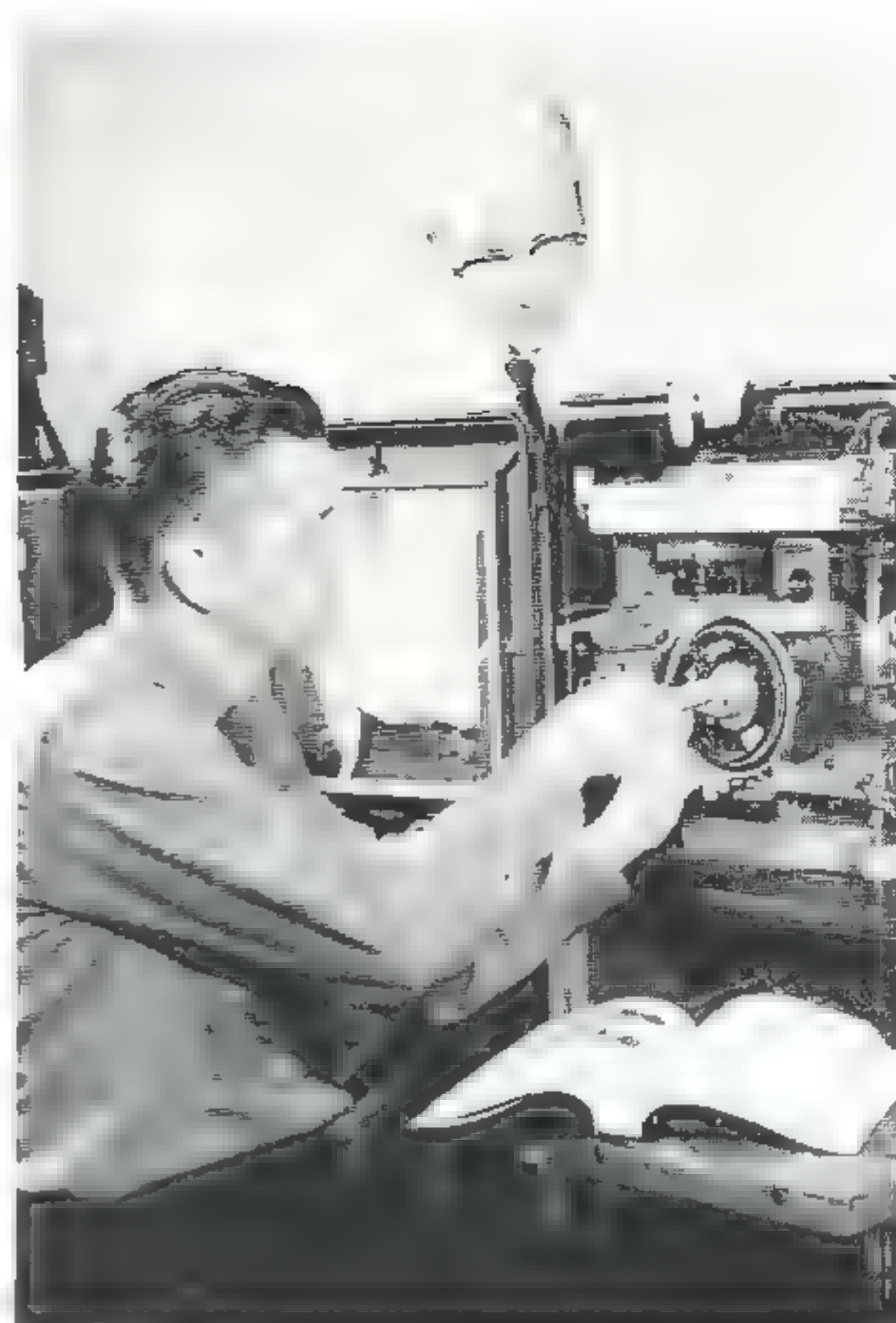
Dear Mr. Ibach:

After a hectic three weeks, including 18 days on the East Coast contacting various industries, having operations or prospective interest in this area, I am now back to the "stack" on my desk. Please accept my apologies for not getting this thank you letter to you sooner.

Our industrial committee sincerely appreciated the warm reception your staff gave our group during the Industrial Development Clinic held in Orange on September 10th. We appreciated the tour which Jim Derr arranged for our visitors of the power station. They were all most impressed with Gulf States installation here.

The tour, the coffee break and refreshments which you furnished in your auditorium were all gratefully appreciated. Thank you again for this courtesy.

Sincerely,
Ernest R. Larmer
Executive Vice President
Orange Chamber
of Commerce



COMPLETES TWO-WEEK COURSE. H. J. Rutherford, electrician at Neches Station, last month graduated from a special two-week course in industrial instrumentation held at the Leeds and Northrup Co. training center in Philadelphia. Mr. Rutherford is shown receiving directions for operating an electronic recorder from his instructor, R. A. Drescher. He was one of 11 technicians from over the United States and abroad that took the course, which included a study of temperature and gas analysis instruments. He has been with our Company since 1951.

Sympathy To:

Walter Wright, Advertising, Beaumont, on the death of his father,

Chester Wright, October 24 in Lansing, Michigan.

A. C. Faggard, Financial Accounting and Reports, on the death of his father, Clyde Faggard, Gilchrist, Texas, October 12.

Service Awards

TEN YEARS



Dudley Benoit
Distribution
Port Arthur



C. J. Breaux
Distribution
Lafayette

TWENTY YEARS



M. M. Miller
Distribution
Opelousas



J. E. Peyeto
Production
Neches Station



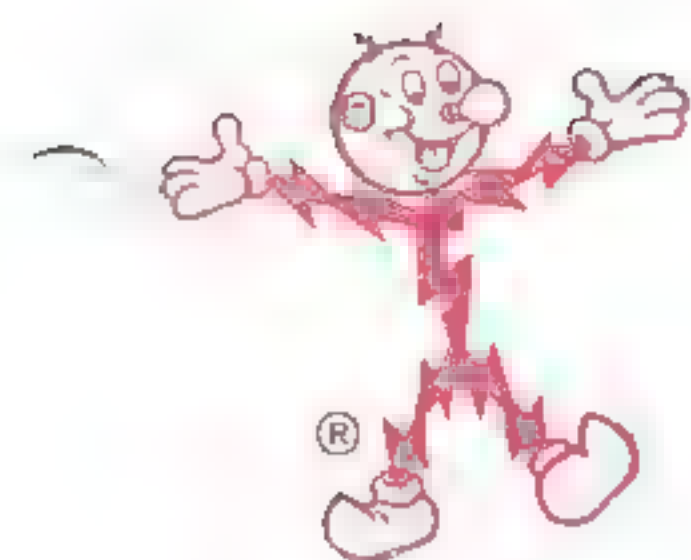
R. M. Jordan
Distribution
Navasota



Edwin Judice
Distribution
Lafayette



R. A. Yates, Jr.
Distribution
Huntsville



**Congratulations
on
your
promotion**

Elmore J. Roussel, Beaumont, Janitor-Building Services
Roy H. Henckel, Jr., Beaumont, Engineering Assistant T&D
Anne M. Schulz, Beaumont, Stenographer-Senior-Engineering
Richard T. Green, Beaumont, Accountant-Junior-General Accounting
Edwin L. Bush, Port Arthur, Apprentice-T&D
William G. Long, Baton Rouge, Apprentice-Gas
Harold E. Crisler, Baton Rouge, Serviceman 2/C-Gas
Jesse L. Marchesseault, Baton Rouge, Engineering Assistant-Engineering
Raymond W. Creel, Baton Rouge, Senior Engineering Assistant-T&D
Clifford K. Welch, Lake Charles, Turbine Operator-Roy S. Nelson
James A. Fugett, Lake Charles, Substation Mechanic First Class



**Familiar faces
in
new places**



Reginald D. Evans, Jr., Beaumont, transferred from Engineering Department to Beaumont T&D as Engineering Helper
Donald J. Bringol, Baton Rouge, transferred from Engineering Department to Baton Rouge T&D as Engineering Helper

**Welcome
to
GSU**



Ted A. Mitchell, Beaumont, Helper-T&D
Faye A. Weeks, Beaumont, Department Clerk, Records
Linda K. Cochran, Beaumont, Clerk-System Billing Records
Helen J. Jackson, Beaumont, PBX Operator
Norma W. Moody, Beaumont, Clerk, Customers Accounting
Betty G. Vandiver, Beaumont, Clerk, Customers Accounting-ARC
Shirley G. Morris, Beaumont, Clerk, Stores
Bobbie K. Hedge, Beaumont, Key Punch Operator-IBM-General
Virginia S. Smith, Conroe, Local Office Clerk
Charles E. Dattalo, Port Arthur, Meter Reader
Lewis J. Sprague, Port Arthur, Meter Reader
Joyce J. Rachal, Baton Rouge, Department Clerk-Louisiana Station
Roy L. McGee, Baton Rouge, Helper-Gas
Judith B. Davis, Baton Rouge, Department Clerk, T&D
Susan D. Henry, Baton Rouge, Clerk, Customers Accounting
Shirley K. Phillips, Baton Rouge, Clerk, Customers Accounting
Marie L. Middleton, Baton Rouge, Stenographer, Sales
Carl R. Bradley, Lake Charles, Appliance Repairman Helper
Florence H. Constant, Jennings, Local Office Clerk
Robert A. Sheffield, Beaumont, Draftsman-Engineering



Mr. and Mrs. Tommy L. Elliot on the birth of their son, **Jeffrey Dean**, October 12. Mr. Elliot is an employee in the Beaumont Line.

Mr. and Mrs. Herbert W. Hopson on the birth of their daughter, **Karen Denise**, on October 8. Mr. Hopson is an employee at Louisiana Station.

Mr. and Mrs. David B. Linthicum on the birth of their son, **David Bruce, II**, October 15. The mother, **Frances**, was formerly employed in the Records Department, Beaumont.

Mr. and Mrs. Robert Sellars, Sabine Station, on the birth of a daughter, **Penny Sue**, on September 26.

Mr. and Mrs. Claude Douget, Sabine Station, on the birth of their first son, **Claude, Jr.**, on September 27.

Mr. and Mrs. N. F. Black, Sabine Station, on the birth of their son, **William Bretfield**, on October 12.

Mr. and Mrs. Carlos E. Torrans on the birth of their grandson, **Louis Roc LaRocque**. The parents are Mr. and Mrs. Louis LaRocque, Dallas, Tex. Mr. Torrans is a substation operator in Lake Charles.

Mr. and Mrs. Sammie R. Bono on the birth of granddaughter, **Kelly Christine**, October 17. Kelly's parents are Mr. and Mrs. Hank Meachum, Singer, La. Mr. Bono is service foreman in Lake Charles.

Mr. and Mrs. Virgil Fuselier, Sulphur Sales, on the birth of their son, **Grady Blaine**, born September 26.

Mr. and Mrs. W. T. Murrell on the birth of their son, **Brett Allen**, born July 20. Mr. Murrell is employed in Sulphur.

What Others Are Saying Success Story?

By J. L. SHOEMAKER
Director of Public Relations
Florida Power Corp.

EXECUTIVES in the investor-owned electric utility business always throw up their hands in despair when business and editorial writers call the Tennessee Valley Authority "successful."—(Note: As the Evening Independent recently did.) They say that it is a little like voting the son of the richest man in the world the most likely to succeed. TVA was born with a silver spoon in its mouth, put there by the taxpayers of the entire country.

TVA has never claimed to have found a new way to make and distribute electricity. It uses the same kind of generators, transmission system, and distribution system. It follows most of the same office procedures, meter reading, and engineering. It employs the same kind of people. It is noteworthy that there is nothing about government that makes men who work there more efficient than men who work in ordinary business enterprises.

What then is the difference? The difference is, of course, that TVA has for years used tax funds to build its generating plants (two thirds of which are steam plants just like those right here in Florida) and has no responsibility for paying taxes comparable to that of investor-owned power companies.

About here is where the utility executive frequently loses the layman, because it's necessary to think a little, and understand some basic precepts of our economic system.

In order for the investor-owned utility to borrow the millions of dollars needed, and do it in free-market financing, it must show adequate earning capacity. Suppose TVA had to get money this way—it, too, would have to earn about 5 per cent return on its gross plant. Suppose TVA had to pay federal income taxes—it, too, would then pay the equivalent of another 5 per cent of its gross plant.

Now, if TVA were required to raise money this way and pay Federal income taxes, TVA would have to have



SCHOOL DAYS. J. B. Fanette, right-of-way supervisor, Beaumont, F. G. Hornsby, operating supervisor, Baton Rouge, and C. R. Brinkley, district superintendent, Liberty, discuss a point raised in class as they attend Georgia Tech's 1962 Public Utility Executive Course which is sponsored by the Southeastern Electric Exchange. The course was held in Atlanta.

about 46 per cent more gross operating revenue. The only way it could get such revenue would be to raise its rates by 46 per cent.

Now, if one were to make a fair comparison with the rates of investor-owned companies (with identical fuel cost), he would find that the rates would have to be about the same. Although TVA has been financing via its own bonds in the open market since 1959, the free ride from 1933 to 1959 gave TVA an enormous advantage, and it is still not required to pay the government (that's us taxpayers) the going rate of return that people want for the use of their money when it is used in the power business.

TVA has often been referred to as a competitor for electric companies—a "yardstick"—which some would claim is a healthy situation and really good for the investor-owned companies. This situation is like a 100-yard dash in which one of the runners is permitted

to start on the 50-yard line. The favored runner may win the race, but he can hardly claim to be a faster runner because of his victory—this is not the kind of free-enterprise competition which has made this nation strong.

So now you know the procedure:

✓ Persuade the government to borrow millions of dollars and loan it to you at no interest. Be sure to remind the government that it can pass along the interest charges to its taxpayers.

✓ Build huge steam generating plants to generate electricity: persuade the government to charge you no Federal income tax on revenue from the energy generated and sold.

✓ Use this free-money, no-income-tax position to lower rates below all others and drive free enterprise systems out of business.

That's how to "succeed" in the electric utility business without really trying.

*Evening Independent
St. Petersburg, Fla.
August 22, 1962*

Taxpaid REA Advertising

BEFORE us is a full-page advertisement in one of America's great mass circulation magazines. It is signed "America's Rural Electric System." It cost many thousands of dollars and glorifies socialism. It tells of the brilliant success of the Rural Electrification Cooperatives.

Although they are not aware of it, the taxpayers of our country paid for this ad. Even those among us who do not believe in socialism must pay our portion of the cost of promoting it through very expensive advertising.

(Continued on next page)

(Continued from page 22)

Private business organizations cannot use money before taxes to pay for advertisements in defense of free enterprise, but government can propagate socialism at the expense of the public.

The ad says that the Rural Electrification Administration has loaned \$3½ billion to rural electric cooperatives. It does not say that these cooperatives pay only two per cent for this money while our government in order to get the money must pay about four per cent or more for it. Thus, the taxpayers of our country are subsidizing the Rural Electrification Cooperatives to the extent of half or more of the cost of borrowing the \$3½ billion just mentioned. They must not only bear this cost but they must also pay for these expensive advertisements. If electric rates charged by the cooperatives are low, it is because they pay only half price for their money and very little in taxes. The public pays the difference. If the Rural Electrification Cooperatives had to pay the same proportion of their gross incomes—about 24 per cent that the privately-owned utility companies must pay in taxes—and if they had to pay what the private utility must pay for money, they would not be able to sell electricity as low as the privately-owned utilities are selling it.

Mr. Taxpayer, you pay the difference and you also pay the cost of these expensive ads bragging about it!

—*Christian Economics*
September 4, 1962



"Suzy Brown, of Stenographic, is getting married and if we all contribute just a dollar—"

Company's civil defense program gets into full swing . . .

Self Preparation Is Self Protection

By J. D. WATKINS*
System Civil Defense
Coordinator

THERE may never be a need in your community for a fallout shelter, stored food and water. There may never be a need for a family disaster plan.

However, there will always be, with this generation and the ones to follow, the possibility of such a need. We'll have the atom and its peaceful purpose and occasionally its dreadful purpose. So we should obtain information and knowledge to meet this need, if for no other reason than our own peace of mind.

Since the Cuban situation has alerted us, it is well we take certain precautions.

1. A plan, worked out with your family. One plan, if an attack should occur at night. Another if the attack should come while the family is separated—with the husband at work, the children at school, etc. Also to be considered is the location of the attack—if it should hit to the west or east, how far from you, and so on. Having a definite plan will prevent panic.

A minimum of nine days' supply of food and water should be stored as a simple precaution. Store some of the food and water in the trunk of your car as an added precaution.

Always keep the gasoline tank above the half full mark.

You should keep extra batteries for your transistor radio.

Learn about fallout. Inspect your home for best location for protection against fallout. A hallway affords two-wall protection for example. Most homes will furnish some degree of protection.

Have flashlights available and books. A bible will furnish great comfort.

Shortly, information will be available for each employee giving detailed instructions for making plans in the event of an attack.

In the meantime, you should:

1. have a family plan, with alternate plans depending on circumstances;
2. store minimum of nine days' supply of food and water;
3. if possible, keep extra supply of food and water in the trunk of car;
4. own a battery operated radio; and
5. be informed about radioactive fallout.

You may never have need for these precautions, but it is a simple thing to be prepared, and common sense tells us it is the wisest move to make.

*Mr. Watkins, engineer in the Electrical Engineering Department at Neches Station, has been temporarily assigned to the Training Department as coordinator of civil defense for the system reporting directly to C. P. Shirey, civil defense director for our Company.

A native of Hatchechubbee, Ala., he is a January 1958 graduate of Louisiana State University with a degree in mechanical engineering. He came to work for our Company the following February. He is a four-year veteran of the Air Force and is married. He and his wife, Wanda, have two children, Jamie Ann, 5, and James D., Jr., 3. He is a member of the American Society of Mechanical Engineers.

As civil defense coordinator he is setting up plans for a system-wide civil defense program and will then coordinate this program with the local civil defense coordinators in each district and see that training is carried out by selected personnel throughout the system.



PREPARES RADIOLOGICAL MONITORING KITS. J. D. "Doug" Watkins, engineer, Neches Station, checks a group of radiological survey meters as our Company's civil defense program gets underway. Mr. Watkins is on temporary assignment to the Training Department as civil defense coordinator. Classes will be given to prepare strategically placed personnel throughout the system to act as radiological monitors. The classes will be held in the Beaumont Service Center on November 15-16, 19-20, 26-27, and 29-30. Instructors will be Jim Towers and Anders Poulson, both certified instructors. The monitors will receive the standard radiological monitors course as prescribed by the Office of Civil Defense.

October Salesmen of the Month

RESIDENTIAL



Ray Pace
Beaumont



Virgil Foster
Madisonville



Horace LaCombe
Lafayette



Jim Fernandez
Port Arthur



E. E. Roberts
Baton Rouge

COMMERCIAL



Joe Bailey
Huntsville



J. L. Clement
Baton Rouge



Paul Baker
Port Arthur



O. C. Wingard
Orange



O. K. Baxley
Beaumont



H. H. Reed
Jennings

FRY KETTLE CAMPAIGN

THE fall Fry Kettle Campaign got off to a flying start. Fifty-five fryers totaling 347.8 KW were sold. Leading salesmen in each division were as follows:

J. L. Clement—Baton Rouge—
13 fryers, 105 KW

G. B. Haines—Beaumont—
9 fryers, 47.1 KW

Roy Louviere—Lake Charles—
3 fryers, 22.5 KW

Paul Baker—Port Arthur—
3 fryers, 13.2 KW

Baton Rouge Division lead the other

divisions with the sale of 21 fryers totaling 160 KW. Beaumont Division was second with 23 fryers, 119.1 KW. Lake Charles was third with eight fryers equaling 55.5 KW, and Port Arthur had three fryers totaling 13.2 KW. Navasota Division did not report any fryers sold.

During September a total 4,712 KW of commercial load was added by our Commercial Sales Department. This represents an estimated annual revenue of \$177,541. During the month 20 commercial heat pumps were added.



BATON ROUGE. Clarence Barron, superintendent of sales, Baton Rouge, presents J. L. Clements with his check for selling 13 fry kettles.

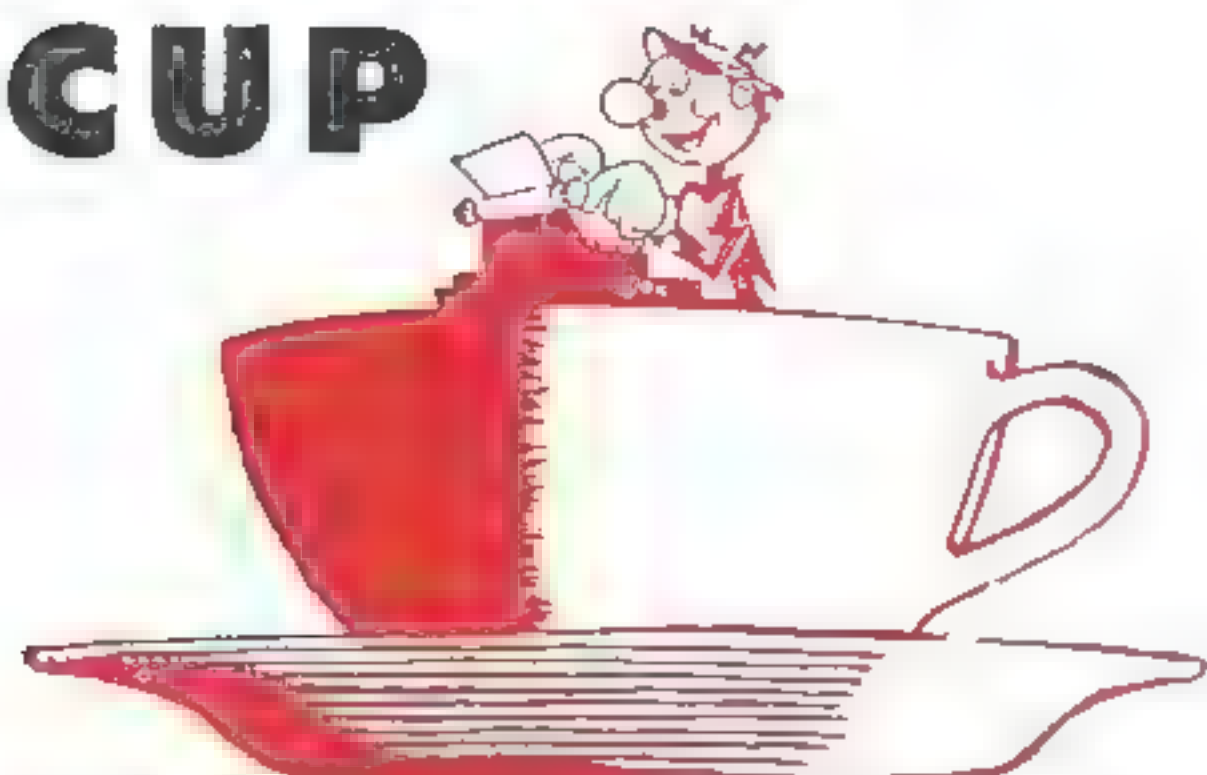
BEAUMONT. G. B. Haines, right, receives his check for selling nine electric fry kettles from W. A. Thomson, supervisor, commercial and industrial sales, Beaumont Division.

LAKE CHARLES. Roy Louviere, left, receives his check for selling three fryers from Ed Hodges, supervisor, commercial and industrial sales, Lake Charles Division.

PORT ARTHUR. Paul Baker, left, receives his check for selling three fry kettles from Virgil Shaw, supervisor, commercial and industrial sales, Port Arthur Division.



over the COFFEE CUP



SABINE STATION

BUTCH BURRIS, son of **Walter Burris**, control operations foreman, is playing in a band called the "Bell Tones". They have been playing for a number of functions in this area. Every Saturday night the Bell Tones may be heard at the K.C. Hall in Bridge City.

Our first visitors since No. 2 Unit went on the line were a group of officers of the Golden Triangle PTA. Their guest was Mrs. W. J. Danforth, first vice-president, Texas Congress of Parents and Teachers. **James Derr** and **L. J. Cobb** had the pleasure of conducting the group through the plant.

Other visitors were from Southern Public Service in Amarillo, Texas.

Congratulations to **Morris Sandefer** on his efforts during the United Fund Campaign. Sabine Station received the "One-Day's Pay" Award.

Ezra Gordon's activities did not end with baseball. He is now working with the Orange High School football team on their School Relations Committee.

—By Kay Zunker



FOLKS at Louisiana Station bid farewell to Plain Talks Reporter, **Gayle Miller**. Sad though the parting may have been, her reason for leaving was a good one: Motherhood. The guys and gals at Louisiana Station pitched in and made Gayle's going away a gala one. She was presented with a play pen, musical stuffed animal, infant seat, electric bottle warmer, a rattle and multi-colored birds to hang

on baby bed. Homemade cake and ice cream were served, compliments of three co-workers, **Sue Smith**, **Frances Heffner** and **Judy Tucker**. All of us at Louisiana Station will miss her fine reporting and hope her every success as a mother.

We enjoyed a recent visit from **C. M. Russell** and **P. F. Donaldson**, who are retired employees.

Among those enjoying vacations this month were: **Jim Dulany** who made quite a tour of the U. S. visiting ten different states. He visited his sons who live in Ohio, Missouri, Texas and Louisiana. He recommends a trip to Kentucky and Ohio for anyone who has not been there. According to Mr. Jim, they are beautiful. He spent some time in Clinton, Oklahoma, the town of his birth, which he had not visited for 50 years. After this long trip, Mr. Jim was really glad to be back to the best place of all—Baton Rouge. We understand that **Lovett Young** went to Texas and **Wayne Herndon** was in Oklahoma. Messrs. **Al Glynn** and **George Anderson** remained at home to watch the exciting World Series.

Jimmy Gail Richardson, son of Mr. & Mrs. G. W. Richardson, is stationed in Germany for the next 30 months with the Missile Division of the U. S. Army. Jimmy's wife, **Beverly**, left last month to join him.

The Short Circuit Club held a dance on October 20, at the U. C. T. Hall, featuring The Dukes of Rhythm.

Your new reporter at Louisiana Station is **Frances Heffner**. Be sure to contact me whenever you have anything that you think will make a good story for Plain Talks.

—By Frances Heffner
TOES

I think that I shall never know
A poem lovely as a toe.
A toe that is so firmly pressed
Within my shoe, where five congest.
A toe that takes me on my way
With speed and sureness, through the day.
A toe that grants me freedom's stride,
And keeps me walking tall, with pride.
Upon whose tender nail could drop
Loose objects that might crunch and lop!
No fool am I—I'll always choose
To keep my toes in safety shoes.

—By Virginia Yarbrough

DONALD BATEMAN, Gas Department engineer, has accepted a position with Western Gas Service Company in El Paso, Texas. We all hope that Don will be very happy and wish him the very best of everything in the future.

—By Freda Hoyt

ORANGE

ORANGE employees bid a sad "good-bye" to **Jo Masters** who recently left the Accounting Department and Orange to return to her home in Jonesboro, Louisiana. Jo was fast becoming



PTA VISITS SABINE. The Golden Triangle PTA officers were recent visitors at Sabine Power Station. Making the tour were: Mrs. H. P. Bowler, president of Orange City Council of PTA; Mrs. Max Stegall, Orange, Fourth District vice president; Mrs. L. R. Robinson, Beaumont, president of City Council of PTA; Mrs. Harold Lyons, Orange, council chairman; Mrs. W. J. Danforth, Fort Worth, first vice president of Texas Congress of Parents and Teachers; and Mrs. S. W. Stoudenmier, Groves, president of the Fourth District. Mrs. Danforth was the guest of the Golden Triangle group.



HEAD CHEERLEADER. Inez Lauter, daughter of Mr. & Mrs. Gilbert Lauter, is leading the cheers for the Fangs (Navasota Junior High Team) this year. Inez was also a cheerleader last year. Her father, Gilbert Lauter, is employed in Navasota Substation.



NIGHT OF THE GOBLINS. These five little Gulf Staters' spooks were captured at the annual Halloween party of Beaumont's Central Day Nursery. Ready for "trick-or-treat" are, front row; Jeffery, son of Howard Fussell, publicity writer, Advertising; Mark, son of Dinah Lyons, Customer Accounts; standing: Katherine Gravis, Kay Potts, and Helen Gravis. Katherine and Helen are the daughters of Carolyn Gravis, stenographer in Beaumont Division's Sales, and Kay is the daughter of Katherine Amerine, Machine Accounting-General, and the granddaughter of Ralph Spafford, residential sales supervisor, Beaumont Division.

ing an "old hand" in the Orange office and everyone hated to see her go but wished a happy future for her in her new home.

And as the "good-bys" rang out, "hello again" could also be heard as we welcomed back into the fold **Wanda Picard** who previously worked in Accounting. Wanda spent the past year and a half in Alaska where her husband was stationed with the Army.

Dorris McCune, who is the wife of **J.O.** in Sales, quickly became an expert in how to enter and win in fair competitions. This was the first year for Dorris to enter her work in the South Texas State Fair in Beaumont. She came away with winnings for all four of her entries. She won a grand prize for her crochet table cloth, a blue ribbon for a duck picture in needlepoint and one for an early American clock in needlepoint, and a special award for a material picture made out of upholstery material.

—By *Davie Carpenter*



WELCOME to **Donald Fontenot**, Sulphur's new meter reader. Donald is replacing **Luther Hoffpauir**.

On vacation last month, enjoying four weeks of fishing was **Carl Dobbertine**, Sulphur's collector. Also on vacation, fishing and shrimping, were **Mr. Murrell** and **O'Neil Breaux**. **M. L. Rushing** and family visited relatives in north Louisiana while on vacation in October. **Heart Lasater** spent the first week of October in Little Rock, Arkansas, visiting her sister.

Maureen Harris, Sulphur clerk passed her naturalization test in October. She will make her oath of allegiance to the good old U.S.A. in November. Maureen will also keep her English citizenship. Maureen came to the U.S.A. seven years ago as a bride.

—By *Pearl Darbonne*

MR. AND MRS. T. E. FARLOW enjoyed a week of their vacation in Birmingham, Alabama. Mr. Farlow is service superintendent in the Lake Charles Division.

The Lake Charles Service Department wishes to welcome a new fellow employee. He is **Carl Bradley** from Eunice, Louisiana. He is employed as an appliance repair helper.

Ken Bono, the son of **Mr. and Mrs. Sammie R. Bono** is stationed in Japan. Ken was a helper in Engineering in L.C. for two summer vacations while he was in college. He is in the U.S. Navy. Mr. Bono is service foreman in Lake Charles.

Miss Shannon Bridges went to points of interest in Natchitoches, La. and Houston, Texas on her vacation. Miss Bridges is a employee in L. C. Service.

Mr. and Mrs. Carol Foreman and their daughter, **Emily**, went to points of interest in Shreveport, La., Tallulah, La. and New Orleans, La. while on vacation. Mr. Foreman is an appliance repairman in Lake Charles Service.

—By *Brenda Morgan*

WANDA BRADFORD, Engineering, has recently returned from Nassau where she and her roommate, **Mille Roche**, spent an enjoyable weeks vacation.

Zilda Sonnier, Engineering clerk, became the bride of **James A. Vincent** September 22, 1962. Mr. Vincent is employed at Gulf Oxygen in Lake Charles.

—By *Zilda Vincent*

J. F. SIMONSON, substation supervisor, attended the Texas Power Conference the week of October 14, 1962 in Austin, Texas. He and Mrs. Simonson also attended the Texas-Oklahoma football game in Dallas on October 13.

Mr. and Mrs. Melvin Bergeron visited in Dallas on his vacation. They attended the Texas State Fair. Mr. Bergeron is employed in Substation.

—By *Jo Ann Burnett*

JENNINGS

EMPLOYEES who enjoyed the wonderful October fall weather on late vacations were **Ray Morris**, **Wallace Bertrand**, **B. J. McMaster**, and **Samuel Arceneaux**.

Ray and family visited his mother and sisters and brother in upper New York State for the past three weeks.

Mr. and Mrs. **B. J. McMaster** visited with Mr. McMaster, Sr. in Beaumont and visiting the rest of their relatives this week. Mr. Brad enjoyed a week of golfing on the fine courses in Beaumont also.

Sammie and **Winnie Arceneaux** stayed in Jennings most of vacation watching the World Series on the Television. They visited relatives in Denver the rest of their vacation.

We wish to welcome **Florence Constant**, former cashier, back to work. She is replacing **Jo Vida Allendorph**



ABOUT TO START NEW CAREER. Gayle Miller, PLAIN TALKS reporter at Louisiana Station, listens to "Rock-a-Bye-Baby" from the stuffed animal presented to her by station employees when she resigned to await the arrival of the stork.

who resigned after moving to Lake Charles. Flo worked in the Jennings office about six years ago.

Carita Goodreau, service desk clerk, and husband recently vacationed with relatives in Houston and later at the beach at Fort Walton, Florida.

—By Mary Gauthier



O'DELL JAMES, Port Arthur Service Department, jet planed to Seattle, Washington, to attend the World's Fair in Seattle. He looked the Fair over and enjoyed very much the exhibits, went to the top of the space needle.

About 60 miles out of Seattle on Mount Rainier he was in a snow storm. He then returned to San Francisco October 10, and toured the city. He had dinner in Chinatown, and just to mention, looked in on the "Purple Onion". Other scenic views included the Golden Gate Bridge, Alcatraz, Alcatraz Bridge, Twin Peaks (from here he saw a view of the entire city), and rode on the cable cars. In Las Vegas, he enjoyed the "Fashion Shows" on the "Strip". Some of the stars he saw were Ella Fitzgerald, Dick Shawn, Steve Lawrence and Eydie Gorme. He returned home October 13, ending quite a full week of "Vacation Fun".

—By Helen Powell

JOHNNY SIDDALL bowled his way into the "250 or over, Bowling Club" recently when he scorched the lanes to the tune of 275. Johnny rolled nine consistent strikes—he hit the Brooklyn side as many times as the New York side and one strike ball went straight down the alley. All Park Place Lanes spectators and bowlers gathered in a

quiet muttered tone to watch John's combination of calmness, skill and a "little luck". With tension mounting, he made the 10th frame delivery—the ball hit the pocket slightly thin to the right, and when the dust cleared there stood the 6-10 pins. This spare was picked up with little effort. Seven pins were collected on the final delivery. Score tallied 275 . . . Several weeks ago, Johnny made the newspaper when he picked up the difficult (and very seldom left) 5-7-10 split. Knowing the shot was near impossible to him, he aimed at the 5 pin, hitting this pin very thin to the right. Side board action wiped out the 7 pin then across alley tipped the 10 pin into the gutter . . . Ironically, Johnny never bowls outside of league night and when the fall season ends, the bowling ball and bag gathers dust until another year.

Though not a Gulf States employee, yet we feel as if he were, **J. D. Burford**, Blume System foreman, and his wife were both severely injured in an automobile accident and are in Baptist Hospital in Beaumont. J. D. has a broken pelvis plus other injuries. His many friends are wishing them both speedy recoveries.

—By Loraine Dunham



ANN QUARLES, with her mother and grandmother, have returned from, Bartlesville, Oklahoma, after visiting Ann's sister and sightseeing in Tulsa, Frontier City, Oklahoma City, and Six Flags in Dallas.

Norman and Mary Helen Ener went to the Baylor Homecoming Game.

Norma Hughes, in Dallas to meet future in-laws, couldn't return without taking in the fair.

Margaret Landry is making the most of summersend by making trips to Six Flags and the State Fair in Dallas.

Maxine Glenn, husband, **Carrol**, and family visited with friends in Montana and went through Grand Coulee Dam on their way to the World's Fair in Seattle. Returning down the coast and visiting with friends in Oregon on their way to Disneyland made a vacation to remember for all.

Bernice Eaves and her mother spent a week's vacation with relatives in New Orleans, then went to Dallas to spend the remaining week with Bernice's daughter, Mrs. Chuck Leonard, and grandchildren Lisa and Hank.

Edaleen Bean joined a group of girls from GSU and Beaumont to go to



OCTOBER BRIDE. A pretty young lady, Patricia Thibodeaux, Orange office, became the bride of Seaborn Reese McKee in St. Mary's Catholic Church in Orange. The lovely wedding was held October 13.



HAS ARMS FULL. Sherrie Anne, 3½, has her arms full as she holds her sister, Cynthia Gay, ten months, to have their picture made. They are the daughters of Jimmy, Production, and Merle Booker, formerly of Advertising.

Dallas for the State Fair and the performance of "Carnival".

It's good to see H. P. Robichau back after a week spent in St. Elizabeth's Hospital having tests run.

—By Glenda Milner

CHARLES LOPEZ of the Production Department made a big move on October 20 when he and his family changed their mailing address. Their new home, planned by Charles, is located at 5440 Margaret Lane.

At 1 P.M., October 21, 1962, Ronald



A RELAXING VACATION. Dick and Barbara Landry, he is system lighting sales promotion supervisor, Beaumont, relaxed for two weeks at his aunt's beach home in Santa Monica, California. Right, the Landry's children Dianna and Kyle inspect one of the seven fish caught



by their grandfather, Dick Landry, Sr., former Gulf Stater now living in El Centro, California, where he is superintendent of generation for the Imperial Valley Irrigation District. Dick and Barbara spent one week of their vacation in El Centro.



NEW ARRIVAL. Andrea Dawn, two-month-old daughter of John Bordelon, residential sales representative in Jennings, seems to be saying, "Hey! Look at the future Miss America." Andrea's mother is the former Bobbie Harper, a former employee in the Lafayette office.

Getz, Production Department, and Miss Barbara Blades of Beaumont were united in matrimony in the Westminster Presbyterian Church by Rev. D. W. Roberts in a double ring ceremony.

The Sky Terrace Room at the Ridge-wood Motel was the backdrop for a surprise dinner party given on October 16 in honor of **Miss Alice Jones** of Construction-Budget, bride-elect of **Weldon L. Smith** of Production Department. Hostesses were **Betty Welch**, **Flo Wenzell**, **Helen Clifton**—all of Construction-Budget, and **Lynda Frank**, formerly of the Records Department. Mrs. Jones, the honoree's mother, was also present.

The Texas State Fair was visited recently by the following: **Betty Welch**, Construction-Budget; **Margaret Landry**, IBM; **Edaleen Bean**, Billing; **Betty Jo Lum** and **Doris Flowers**, Payroll. While there, this crew enjoyed steaks at Cattleman's Steak House and the musical "Carnival". The report was "a wonderful time".

Three ribbons were won by entries of **Doris Moulton**, Records Department, in the Southeast Texas State Fair. Taking first prize were two needlepoint

pictures—one of a Confederate Soldier and the other of a Yankee Soldier. A Christmas skirt won second prize, and a Christmas stocking won a special award.

—By *Peggy Stout*

BILL RICHARD, supervisor of System Commercial Sales, went fishing at Bairds Bayou on his vacation. Nice strings of bass were caught. Bill also enjoyed seeing the opening game

of the world series. The colors were beautiful (on TV, of course). The Richard family won a free trip to Six Flags Over Texas from Downtown Beaumont Unlimited. They found the trip to be very enjoyable.

Gale and Clayton Arnold went to the Groveton Homecoming the weekend of October 12. There they enjoyed parties and an exciting football game which Groveton won, of course.

—By *Charlene Craigen*

Two Divisions Pass Mark of 5,000 KW

RECENTLY two of our five divisions, Beaumont and Port Arthur, topped the 5,000 annual kilowatt-hour consumption per home customer.

Beaumont Division set its new record of 5,124 KWH in September while Port Arthur Division reached 5,030 KWH in August and 5,252 KWH in September.

Residents of Baton Rouge Divisions as of September 31, averaged consuming 4,937 KWH annually, while Lake Charles Division customers consumed 4,685 KWH each year, and Navasota Division has an annual use of 3,427 KWH per customer, Systemwide con-

sumption now averages 4,832 KWH which is an increase of 189 KWH since January 1, 1962. On September 31, we had 265,247 residential customers which is an increase of 3,752 since the first of the year.

Port Arthur Division's Mid-County area led our top ten cities during September when the residents of Nederland and Port Neches used 6,001 KWH. Six other communities had a per resident consumption of more than 5,000 KWH—Orange, 5,759 KWH; Beaumont, 5,482 KWH; Baton Rouge, 5,396 KWH; Liberty, 5,199 KWH; Lake Charles, 5,093 KWH; and Port Arthur, 5,040 KWH. Others in the top ten list are: Vidor, 4,911 KWH; Sour Lake, 4,615 KWH; and Baton Rouge's Northern District, 4,424 KWH.

While at the end of June the national average KWH usage per home customer was 4,138 KWH per year, our Company's average stood at 4,284 KWH usage per home customer.

SICK LIST

PLAIN TALKS has received word that Walter Gandy, who retired in 1956 as a substation operator in Navasota, is in John Sealy Hospital in Galveston.

Mr. Gandy, who was an employee of our Company since 1928, would appreciate hearing from his friends.

THE STORY OF TEN LITTLE FREE WORKERS

THESE ARE THE WORKERS



Ten little free workers in this country fine and fair.
But if you cherish your freedom—worker have a care!
Ten little free workers—Reddy was doing fine
Until the socialists got him—then there were nine.



Nine little free workers laughed at Reddy's fate
Along came federal medicine—then there were eight.



Eight little free workers thought this country heaven
But the government took over the railroads, then there were seven.



Seven little free workers—'till the oil workers got in a fix.
Uncle said oil's essential and took over leaving six.



Six little free workers 'till the day did arrive
The steel mills too were federalized—then there were five.



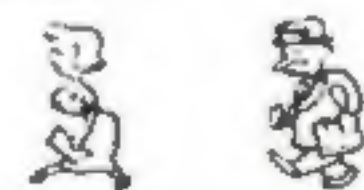
Five little free workers—but the farmers are free no more
The farms have been collectivized—that leaves only four.



Four little free workers till the government did decree
All must have free legal advice—then there were three.



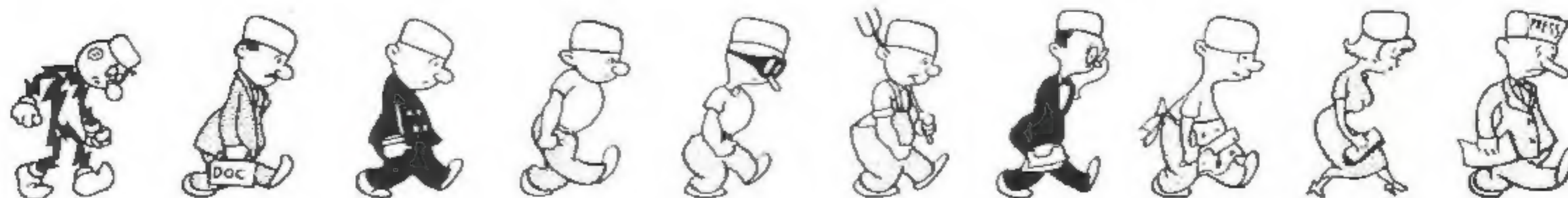
Three little free workers—the number is getting few,
But with government groceries selling food—then there were two.



Two little free workers—our story's almost done,
With clerks at work in federal stores—that leaves only one.



One little free worker—the reporter son-of-a-gun
Mustn't criticize government—so now there are none.



Ten little workers—but they are no longer free
They work when and where ordered, and at a fixed rate you see,
And it all could have been prevented if they'd only seen fit to agree
And work together instead of saying "it never can happen to me!"

Yes . . . this could happen to you. This little story could come true unless each of us works to preserve free enterprise. What can you do? Write your Congressman and ask him to keep government out of business.

THANKSGIVING

WE give Thee thanks, dear Lord, for these:
For ripening fields and laden trees,
For festive tables richly spread
And love that sweetens daily bread.
For homes and homeland free from strife,
For all the small, sweet joys of life.
But most of all, that we are free
To speak, to think, to worship Thee,
Each as he wills, Lord, help us share
These gifts with all men everywhere!

Maureen Murdoch

